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MOTION PICTURE

EXHIBITOR

MAY 4, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE

Geoge Hoover, Variety Clubs International, is leading 1,200 barkers from all over the world at the organization's current 19th convention in Los Angeles.

Allied Launches Regulation Drive

(page 5)

"Hollywood Needs Kick In Pants"

(editorial)

AND FEATURING: EXTRA PROFITS

SOON YOU WILL HEAR IT EVERYWHERE!

"'Interrupted Melody' Is A Wonderful Picture!"

NATIONWIDE PRE-SELLING:

M-G-M columns in national magazines. Advertised in Saturday Evening Post and all fan magazines. 30-day teaser campaign locally. Big co-operative advertising at playdate. More advance screenings for press, magazines, radio, TV than any recent picture, insuring nationwide penetration prior to your opening.

TYPICAL COMMENTS:

The Nation's Top Female Syndicated Columnists hail the Greatest Woman's Picture in Years! "A Wonderful love story."—*HEDDA HOPPER* • "Picture of the Month. One of the screen's great movies."—*LOUELLA PARSONS* • "A great motion picture."—*SHEILAH GRAHAM*

★

M-G-M presents with SONGS and COLOR in CINEMASCOPE

"INTERRUPTED MELODY"

Starring GLENN FORD · ELEANOR PARKER

With ROGER MOORE · CECIL KELLAWAY

Written by WILLIAM LUDWIG and SONYA LEVIEN

Based On Her Life Story by MARJORIE LAWRENCE • Photographed in EASTMAN COLOR

Directed by CURTIS BERNHARDT • Produced by JACK CUMMINGS

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

MAY 4, 1955
VOLUME 54 NUMBER 1

"HOLLYWOOD NEEDS A SWIFT KICK IN THE PANTS!"

So said a three column lead editorial in the large circulationed and important Hearst Herald Express of Los Angeles on April 22.

And, when you think about it, the need is either a kick at that end, or brains at the other end!

Justifying their suggested attention to the stern exposure of some pretty well tailored slacks, the editorial proceeds as follows:

"Here we are, the film capital of the world and yet the recent Academy Awards winning ceremonies were flashed across the nation via air waves as a major television production.

"An estimated 60,000,000 persons here and across the country sat in awe of a brilliantly staged program, star-studded not only by the year's finest performers, but aided and enhanced by the greatest array of stellar talent ever gathered on the ether waves or seen on television screens.

"Hollywood's giant film industry, with its high pressure brains and showmanship, should have been sponsoring the event, thus laying the emotional and humorous groundwork for next year's product and possible awards.

"It should have been selling forthcoming movies to the radio listeners and television viewers. It should have been dangling a lure of the future to its vast audience.

"And, just as a suggestion to the motion picture industry and the Academy, why not award the Oscars in a big, brilliant show in the Hollywood Bowl? Thousands of persons have wanted to attend the Oscars awards show down through the years. There should be little difficulty in filling the bowl, wih all the big stars present for such a grand spectacle as the film industry is capable of creating. With only the receipts for admissions, the cost of production probably would be more than paid for and all of the main TV and radio outlets probably would want to broadcast such an important national event instead of just one network.

"Penny wise and pound foolish, the Academy has submitted to the financial assistance of its deadly rival, TV, and thus sacrificed its own individual dignity and importance.

"Hollywood's film industry and the Academy need a shock vaccine of showmanship that will have it standing on its own industry feet!"

Here is a west coast editor who has more pride in the annual entertainment accomplishments of our great industry than seems to be possessed by the very people who produce them.

Has Hollywood lost its courage . . . its confidence in the future of the motion picture industry . . . or just its brains? It is certain that the two best shows, of general appeal to movie patrons, as shown on TV this year, were the two Academy Award evenings. Even theatre owners and theatre managers stayed away from their theatres on those nights through a natural and understandable interest. So an annual venture designed to promote the industry, and focus attention on it, has the positive result of tearing up all boxoffice income on two out of the year's 365 nights and helping TV to boot!

That vaunted boast, "Made in Hollywood," can now be attached to bad business at theatres as well as to several other things.

A SIGN OF THE TIMES

Just a few short years ago, the possibility of joint cooperation or concerted action between National Allied and the TOA seemed as remote as the proverbial 100-to-1 bet on a horse race. To even suggest such a possibility before any informal group of theatremen would produce cat-calls and suggestions that you "should go and have your head examined!" But that is exactly what has happened, and is happening. Should there be any production or sales executive who sincerely entertained doubts of the serions nature of the current economic threat to the nation's theatres, this one occurrence should provide the clinching conviction.

In Chicago, on April 20, what was heralded as "*the first meeting that has ever been held between Allied and TOA leaders on exhibition problems*" became a reality and resulted in "complete agreement" and "unanimity of thinking."

Let us hope that there will be many more such meetings and a continuation of close cooperation.

Failing in the accomplishment of the *one theatre owner association* which we have so often advocated, there seems to be a lot of merit in the two largest associations pulling together as a team and with their eyes focused on the same objectives.

Jay Emanuel

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Deaths

Producer William H. Pine dies (page 10).

Distribution

A. E. Bollengier resigns as UA treasurer (page 13).

Exhibition

Efforts to iron out disagreements between military and private theatres on verge of collapse (page 5).

Denver's Pat McGee comments on current industry strife (page 10).

Financial

Loew's profit up (page 10).

Stanley Warner net returns rise (page 10).

International

WOMPI organized north of the border and Variety pledges aid; French-Italian co-production agreement signed to run to 1957 (page 12).

Legislative

A. Julian Brylawski appears before Senate committee representing Allied and TOA in opposition to proposed wage-hour bill (page 5).

FCC extends deadline for toll-TV agruments (page 5).

Mel Konecoff

Sneak preview of Warners' "Mr. Roberts" has audience and Konecoff in stitches; Girl Watchers see IFE's "Love In The City" and find Italian technique too advanced; and other miscellany is briefly commented upon (pages 4 and 13).

Organizations

TESMA proposes "three per cent plan" to permit theatre improvements (page 5).

Benjamin Berger, new head, Allied emergency committee, launches drive for industry regulation by Congress (page 5).

Abe Berenson, Allied Gulf States leader, protests to Air Force and Arthur Godfrey, Paramount terms for "Strategic Air Command" (page 10).

Technical

E. J. Mannix, MGM studio executive, announces the development of a new 65mm. process (page 12).

Burton Robbins, son of Herman Robbins, was recently promoted by the board of National Screen Service and elected vice-president in charge of sales.

NEW YORK
By Mel Konecoff

HIGH QUALITY NOTE: Recently we saw a sneak preview of Warners forthcoming release, "Mr. Roberts," which stars Henry Fonda, James Cagney, William Powell, and Jack Lemmon. Without a doubt this is one of the best and funniest films we have seen in years. The audience thought so, too, and there were some pretty tough cookies in the packed house. As the film ended there was a goodly amount of spontaneous applause. On the way out, the high quality of the film plus praise for the performances by the top four stars was foremost in everyone's conversation.

KONECOFF

The production in CinemaScope and WarnerColor has been booked by Russell Downing for his Radio City Music Hall for a July opening with solid business anticipated. It deserves it.

NOTE TO PROJECTIONISTS, EQUIPMENT MANUFACTURERS, EXHIBITORS: In Kiel, Germany, a theatre projector was expertly dismantled and stolen by a 16-year old boy. What he was going to do with it, no one seems to know but if he were going into business for himself, we'll bet he never considered the high cost of films, clearances, taxes, etc., etc.

The theatre manager refused to prosecute lest he ruin the career of a potential brilliant young technician when he was caught. He reassembled the machine without delay or trouble so that the show could go on. No, we don't know the projector's brand.

VIEWING DEPARTMENT: Last week saw IFE screen an episode from its forthcoming film, "Love In The City," for the American Society of Girl Watchers. This outfit is dedicated to "dicreet but relentless" girl watching, and they were highly interested in the Italian technique

(*Continued on page* 13)

BROADWAY GROSSES

(As of this Monday)

Holdovers Set Pace

NEW YORK—Following the opening and strong holdover of "Strategic Air Command" at the Paramount, there was little excitement on Broadway last week, despite the arrival of several new films. The Music Hall and the Astor held up well with long running product.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**Strategic Air Command**" (Paramount). Paramount reported that this VistaVision attraction would hit $90,000 on the second week.

"**A Man Called Peter**" (20th-Fox). Roxy did $11,485 on Friday, Saturday and Sunday, with the fifth week expected to drop to $23,000.

"**The Glass Slipper**" (MGM). Radio City Music Hall, with stage show, was still doing okeh with business for Thursday through Sunday reported as $78,000, and the sixth week estimated at $112,000.

"**Run For Cover**" (Paramount). Criterion claimed $29,000 for the opening session.

"**The Wayward Wife**" (IFE). Globe claimed $10,000 on the fourth week.

"**Chief Crazy Horse**" (U-I). Mayfair anticipated $18,000 for the first week.

"**East Of Eden**" (Warners). Astor held up well and did $24,000 on the eighth week.

"**The End Of The Affair**" (Columbia). Victoria was heading toward a $17,000 opening week.

"**The Purple Plain**" (UA). Capitol dropped to $24,000 for the fourth week.

"**Blackboard Jungle**" (MGM). Loew's State reported $26,000 for the seventh week.

Snaper Raps Release Policy

NEW YORK—Wilbur Snaper, president, New Jersey Allied, last week lashed out at distributors for their policy of holding back quality features. He described the film industry as the only one in which there was "very little if any concern of sellers for buyers." Snaper stated that the manner of releasing was having a detrimental effect on New Jersey grosses, and as a result of this holding up of releases, his Jersey houses will have no quality features to play in May and June. In addition to this, Snaper attacked the present policy of large cities such as Newark having to wait for the completion of New York runs before they could obtain a picture. He called this policy ridiculous and suggested it be substituted with a plan which would make films available a predetermined number of days after New York openings.

It was disclosed that Irving Dollinger was instructed to present this plan to National Allied at their next meeting. Dollinger is the Jersey Allied representative on the National Allied board.

Snaper revealed the findings of a recent Jersey poll of exhibitors which indicated a continued drop in theatre attendance, although it is not a severe one.

Allied Launches Federal Regulation Drive

Brylawski Opposes Wage-Hour Proposal

WASHINGTON—A. Julian Brylawski, appearing before the Senate Sub-Committee of the Committee of Labor and Public Welfare, opposed the administration's proposal to extend the federal minimum wage-hour act to include employees of theatre chains with branches in more than one state or dependency of the United States. The TOA official spoke for both his organization and National Allied.

Brylawski stated that the main reason for opposition of the extension of the act was not the minimum wage, which is already exceeded by most theatres for all employees with the exception of ushers, but the 40 hour work week and requirements for premium pay for Saturday, Sunday, and holiday work.

Brylawski stated that theatre operation today is essentially a weekend business, and said that any additional expense would inevitably drive more theatres out of business.

He pointed to many decisions of the National Labor Relations Board and other government bodies, holding that theatres are not engaged in interstate commerce, arguing that theatres have always been considered a strictly local enterprise.

Brylawski said that extension of the minimum wage act to theatre chains would be discriminatory, placing a chain theatre engaged in interstate commerce in an "unfair competitive situation with competing theatres operated by circuits completely contained within the limits of a state."

Stating that theatre owners are in a "deplorable condition" because of competition from other media of entertainment, he noted that evidence had been presented before the previous Congress of the closing of 5,000 theatres since 1947. He said that more theatre closings would lead to enormous losses, because single purpose theatre buildings can seldom be used for other purposes, and pointed out the loss to the business community from the loss of the attraction of a theatre.

Toll-TV Deadline Extended

WASHINGTON—The Federal Communications Commission last week announced the postponement of the deadline for public comment on toll-TV from May 9 till June 9, and also extended the time alloted for rebuttal statements until July 11.

Acting at the request of International Telemeter Corporation, which had requested an extension because the lawyer working on the case had to go to the hospital, the FCC said that it felt that the postponement was "warranted and in the public interest."

No objection was made to the delay by any other interested party. The Committee against Pay-As-You-See TV will use the extra time to bring its message to the public on a stepped up scale, according to its public relations counsel, Robert Taplinger and associates.

TESMA Proposes Plan For Theatre Improvement

NEW YORK—Merlin Lewis, executive secretary, Theatre Equipment and Supply Manufacturers Association, last week proposed that exhibitors insist on withholding three per cent of the gross "off the top" for purpose of buying new equipment and rehabilitating theatres.

In a letter sent to various exhibition leaders, Lewis admitted that he had a selfish interest in the plan, but suggested that distributors could not deny such a contract without putting themselves in the "position of forming the We Want It All Club, membership in which, it is presumed, they all enjoy at the present time.

"The distributor, too, should be able to understand that theatres must be made inviting and comfortable for the potential customer, if they are to obtain what they believe to be a sufficient amount of money out of the pictures they lease to you—and therefore they should be willing to pay part of the cost to accomplish that comfort."

Lewis suggested that the plan might be called the "TESMA Three Per Cent Plan."

Military Plan Collapses

WASHINGTON—The Defense Department last week rejected another industry proposal for the ending of competition between post theatres and nearby privately owned first-run theatres.

The plan, submitted last fortnight at the request of Secretary Wilson, proposed that military and competing theatres divide up the first-run product of each distributor each year. The Army and Air Force Motion Picture Service was to work out the details with each distributor in each area.

A. Julian Brylawski, member of the industry committee that is bargaining with the Defense Department, told the press that the department "is apparently going to insist on the status quo."

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Berger, Myers Visit Congress, Report Sympathetic Reception; Question Remains As To Who Will Introduce Specific Bill

WASHINGTON—Allied States Association last week began its drive for federal regulation of film industry by sending Benjamin Berger, president, North-Central Allied, and new chairman, Allied's Emergency Defense Committee, and Abram F. Myers, general counsel and board chairman, to Capitol Hill to discuss the outlook with various Congressmen.

The two officials reported a sympathetic reception and promises to help the exhibitors, but refused to disclose the exact plans which had been discussed for putting the bill through Congress. They said that they were undecided whether they should have a bill for Federal regulation introduced and have hearings later, or whether to press for early general hearings on the plight of the exhibitors, to be followed later by a specific bill.

There was no indication given of whom the two men had spoken to, except that they had been in the Senate and had spoken to more than one man. To name individuals, said Myers, "would bring into opposition prematurely all the forces of opposition. All the rats and snakes and tumblebugs would come out of their holes."

It was not disclosed, for the same reason, which committee Allied might choose for the presentation of its case. If a specific bill is introduced, it would probably be considered by the Judiciary or Commerce Committees, while if no specific bill is introduced, the general situation could be debated in the Senate Small Business Committee. All three committees have scheduled early hearings on the Attorney General's anti-trust committee report, and these could be used as the occasion for an Allied appearance.

Variety Newsmen Named

LOS ANGELES—A six-man team will handle the news coverage on the Variety Clubs International convention opening this week, it was announced by M. J. E. McCarthy, chairman of the publicity committee.

Pete Latsis will serve as official contact and planter for the downtown papers and wire services. John Flinn will act as chief contact for the trade press. W. C. Lewellen will be in charge of radio and television. Also serving in an advisory capacity will be Seymour Peiser, Perry Leiber, and Jim Schiller.

Dembow In England

NEW YORK—George F. Dembow, recently named president, National Screen Service, last week arrived in London for several weeks of meetings with Arnold Williams, managing director, National Screen Service, Ltd. He will visit Italy and France as well to look over the European market and is expected to return on May 30.

*Full of pep and jazz—modern rhythm that will have the youngsters dancing in the aisles!

It's got the beat... the rh

All the Joy of Love is in it!...

It's the whole world dancing to the music in your heart!

Fred Astaire Leslie Caron

Starring in
20th CENTURY-FOX'S

Daddy Long Legs

America's best-loved story becomes its most enchanting musical in

CINEMASCOPE

Color by
DE LUXE

PRODUCED BY Samuel G. Engel · DIRECTED BY Jean Negulesco · SCREEN PLAY BY Phoebe and Henry Ephron
FROM THE NOVEL BY JEAN WEBSTER · BALLETS BY ROLAND PETIT

...hm of a 20th musical smash!

A triumphant welcome is given George Hoover by Miami officials and others on his return from last year's meeting of Variety Clubs International, Dallas, where the genial Hoover was elected the International Chief Barker, succeeding Jack Beresin.

Touring institutions partially or wholly supported by Variety Club funds, Hoover is shown here with Tracey Hare, left, nurse Mrs. Ruth Samartine, an intern, and an unidentified patient in an oxygen tent.

Variety's George Hoover Looks Back On A Year Of Real Accomplishment

"And A Child Shall Lead Them"

Chief Barker Hoover addresses the group at the dinner for the installation of new officers.

ALL industry roads last week led to Los Angeles, for it was in the world's film capital that the heart of motion pictures, Variety Clubs International, was to convene in its 19th annual convention, set to open today (May 4).

From all over the world they came, 1,200 strong, representing Tents as far away as London, Dublin, Paris, Bombay, Hamburg, Toronto, Tokyo, Rio De Janeiro, Buenos Aires, and Mexico City. The convention theme this year is based on the slogan, "And A Little Child Shall Lead Us."

The world-wide charitable organization has been headed this year by International Chief Barker George Hoover, Miami, Fla., who since his election has traveled extensively spreading the gospel of Variety and inspecting the principal charity efforts of a whole host of Tents. On these pages can be seen a few of the activities which kept Hoover and other international officers busy over the past year.

All branches of the entertainment industry are represented in Variety's organization, which has expanded since 1927, when a small group banded together to help one Pittsburgh orphan, to a position where 10,000 members all over the world are active in 45 Tents.

The host for this year's convention is Tent 25, and high on the list at the agenda is a proposal to extend the terms of the international chief barker and international crew to two years instead of one. It will certainly not be all work for delegates, however, as a varied series of social activities has been planned for barkers and members of Variety's Ladies' Auxiliary, expected to be more than 400 in number.

As usual, the convention will be climaxed by the presentation of the coveted annual Humanitarian Award to the individual to be named by the organization as having made the most outstanding contribution to humanity in the past year.

The convention marks the first year since 1947 that the showmen have met in Los Angeles, and top flight entertainment luminaries, along with federal, state, and civic officials, will take part.

Right, gathered at a Philadelphia affair are, left to right, Vic H. Blanc, Councilman; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; Hoover; Father Sylvester McCarthy; and former U. S. Senator Francis S. Meyers.

Left, enjoying themselves at a cocktail party given for the delegates at the mid-winter meeting are, left to right, Bob Adelman, publicity director; Eddie Emanuel, property master; Jack Beresin, chairman, executive board; Ralph Pries, international representative; and Hoover.

Left to right are William Heineman, vice-president, United Artists; Hoover; and John Harris, founder, Variety Clubs, at a meeting of the National Conference of Christians and Jews.

As part of his Variety Club activities, Hoover cheers patients at a hospital in Miami. He is shown here with patient Terry Maroney and his mother and sister.

Left to right are the current officers of Variety Club International, Eddie Emmanuel, international property master; Hoover; Nate Golden, head, charity heart fund; George Eby, second assistant chief barker; and a group shot of the delegates to the international convention.

Several Sales Policies Needed To Fit Situations, McGee Says

DENVER—Pat McGee, head, Cooper Foundation Theatres, and TOA vice-president, commenting last week on the present bitterness between exhibition, distribution, and production, stated that "enlightened self interest" on the part of production and distribution should require several sales policies instead of a single policy. No neighborhood theatre can afford to pay 50 per cent film rental as a policy and exist, he stated. This leads many exhibitors to pass up the better features and results in lowered attendance. Several sales policies instead of a single policy would enable the top pictures to play eight or 10 thousand situations, "instead of the four or five thousand that is the case today." Film prices should be based on ability to pay, not paid out of losses, he added.

Accusing distribution of "dragging its feet" on the matter of arbitration, McGee said that the feeling is now prevalent among exhibitors that "even if we got it (arbitration), we would have very little to benefit us." Exhibitors feel completely frustrated when they see great profits on the one hand and little or no profit on the other. Exhibitors face the threat of toll-TV, while producers think that if they can't sell the theatres, they can sell the home boxoffice, the exhibitor added.

If the company presidents will only meet with exhibitors, "they might find us willing to go to Congress in an effort to adjust several troubling matters, including a change in income tax rulings." Such a change might change the present trend towards star personalities and technicians demanding a piece of each picture, which includes a voice in its sales policy. Many a picture has gotten into the 50 per cent must category because these Hollywood partners demand that it be marketed that way in the beginning, and then fail to change their minds when it fails to measure up, McGee opined.

If these company presidents fear further legal problems resulting from an industry conference, said McGee, the Department of Justice could annul their fears by sanctioning the meeting ahead of time. He also suggested that exhibitors who hold stock in the film companies should attend more stock meetings if that is the only forum open.

McGee pointed out that Si Fabian, Sam Pinanski, and others proposed an exhibitors film financing group many years ago, and that the group has finally been organized. He said that the permanent solution to the need of theatres for more films lies in their active participation in production, particularly if toll-TV becomes a reality. He said that regulation by Congress is not a permanent solution, for if a ceiling is placed on the price of films, the quality of the films will surely decline.

Lait Joints Paramount

HOLLYWOOD—George Lait, who resigned recently as publicity director at Columbia, joined the Paramount publicity department last week to handle special exploitation assignments. His first campaign will be for the release of "Ulysses."

"SAC" Terms Rapped In Letter To Air Force

NEW ORLEANS—Abe Berensen, president, Allied Theatre Owners of the Gulf States, last week protested to Secretary of the Air Force Harold E. Talbot that confiscatory terms being asked by Paramount for "Strategic Air Command" would prevent many theatres from showing the picture.

Berensen stated, "We as theatre men and tax payers know SAC was made through the cooperation of and at great expense to the United States Air Force." He added that the obvious intent of the Defense Department must be "to have the greatest number of people witness this picture, and it is also the desire of theatremen to show the picture at every theatre.

"At the present time, the Paramount Pictures Corporation are asking such exorbitant and confiscatory rental terms that I venture to say that few, if any, of us will be able to afford the exhibition of this great motion picture. As president of this group of independent theatre operators, I feel that it is my duty to make you aware of the circumstances."

Berensen also sent a similar letter to Arthur Godfrey, who has been plugging the picture on his television show.

William H. Pine Dies

HOLLYWOOD—William H. Pine, 59, producer and partner in Pine-Thomas Productions, died last week in Cedars of Lebanon Hospital 10 days after suffering a heart attack.

Born in Los Angeles, Pine entered the film business with Balaban and Katz in Chicago. He met William Thomas 23 years ago when he came to Hollywood as studio director of publicity and advertising for Paramount; in 1940, they became producers for Paramount. Their Paramount association ended late last year.

Deborah Kerr, star of the legitimate show, "Tea and Sympathy," recently lived her role as she poured tea for Jack Kirsch, president, Allied Theatres of Illinois, who was honored at a testimonial banquet at the Covenant Club, Chicago, recently. Miss Kerr hands Israel Bond subscription blank which is for admission to testimonial, to Kirsch.

Skouras Optimistic On 20th-Fox Future

NEW YORK—In a message included with the company's annual report, Spyros P. Skouras, president, 20th-Fox, predicted that its domestic business would be as good or better than last year with a "marked increase in foreign grosses."

Skouras based his confidence on the company's pictures in production or preparation, planning to release about 25 pictures, 20 to be made by 20th-Fox in Hollywood and the balance from independents here or abroad.

Increased foreign returns are expected to result from the increasing number of CinemaScope installations abroad and unplayed product available, plus the fact that TV is little competition there. The firm has also extended its theatre outlets abroad, operating 10 in England, three in India, one in South Africa, with two under construction and another planned, and another set for Israel.

Film rentals reached an all-time high of $106,355,068 last year, of which domestic rentals accounted for $65,018,411. In 1953, rentals were $105,662,266, with domestic rentals $67,309,274, as number of features released dropped from 32 to 22. The average cost of a feature with stereophonic sound was about $2,000,000 as against $1,300,000 before CinemaScope, although comparative costs are lower because of fewer camera setups needed, the increase being due to making bigger pictures. The book value of 20th-Fox common stock increased from $29.50 a share to $31.39 a share during 1954. Management purchased 100,000 shares of stock on the open market at an average of $19.92 a share, now holding 125,000 shares in the company treasury.

A revised schedule of 16 major, top-budgeted productions to be released domestically between April and September of this year was announced recently by 20th-Fox. Of the total, 13 are in CinemaScope and in color and three are in standard dimension, one in color.

SW Net Soars

NEW YORK—Stanley Warner Corporation and subsidiary companies report for the 26 weeks ending Feb. 26, 1955, an operating profit of $3,648,300, before losses arising from the sale of fixed assets and provisions for contingencies and Federal and Canadian income taxes. The losses on sales of fixed assets were $176,700, the provision for contingencies $25,000 and the provision for Federal and Canadian income taxes $1,825,000. The net profit after all charges is $1,621,600, equivalent to 73 cents per share on 2,208,680 shares of common stock outstanding. The figures include operations of International Latex Corporation which was acquired April 30, 1954.

For the 26 weeks ending February 27, 1954, the operating profit was $2,030,800 before profit on the sale of fixed assets and provision for Federal income taxes. The profit arising from the sale of fixed assets was $20,600, the provision for contingencies $75,000 and the provision for estimated Federal income taxes $785,000. The net profit after all charges for the 26 weeks ending February 27, 1954, was $1,191,400, equivalent to 50 cents per share on the 2,367,696 shares of common stock.

SMASHING EVERY RECORD IN THE HISTORY OF THE SUTTON THEATRE, N. Y.

MARTY
1st DAY

SENSATIONAL OPENING!

MARTY
2nd DAY

BIGGER THAN 1st DAY!

MARTY
3rd DAY

GREATEST 3rd DAY EVER!

F-L-A-S-H-!
JUST BOOKED BY...
CHICAGO THEATRE—CHICAGO
MADISON—DETROIT
LOEW'S HOUSTON—HOUSTON
LOEW'S POLI—BRIDGEPORT
FINE ARTS—LOS ANGELES
ONTARIO—WASHINGTON

MARTY
4th DAY

OUTGROSSED PREVIOUS DAY!

MARTY
5th DAY

WEEK-END STARTS WITH A BANG!

MARTY
6th DAY

TERRIFIC, TERRIFIC SATURDAY!

MARTY
7th DAY

WINDS UP THE GREATEST FIRST WEEK!

HECHT-LANCASTER present

"MARTY"

Starring
ERNEST BORGNINE and BETSY BLAIR
Story and Screenplay by PADDY CHAYEFSKY
Directed by DELBERT MANN · Produced by HAROLD HECHT
Associate Producer — PADDY CHAYEFSKY

thru UA

The International Scene.....

Canada

WOMPI To Benefit From Variety Advice

TORONTO—A suggestion was made to members of the Women of the Motion Picture Industry at their charter dinner by J. J. Fitzgibbons that they should feel free to ask the Variety Club for advice.

The president and managing director of Famous Players told the women who make up the first organization of its kind in Canada that they "need not copy Variety," but that they could approach the senior club "for expert and honest financial advice."

He warned them that they should avoid cliques, pointing out the road ahead was difficult, but, like the Variety Club, the women would be able to overcome any difficulties.

Fitzgibbons told how in the early days of the Variety Club in Toronto it appeared a "hopeless" undertaking, "but I think it proved a success because it was too big and every member gave what he had to give regardless of creed, color or origin."

A theatre and movies would be provided the women by Variety, said Fitzgibbons, to aid them in any fund-raising projects. President Anne Kaplan received the charter for the club from Max Chic, associate editor, Canadian Moving Picture Digest. Already, she told members, the membership had pitched in to provide clothing, food, and toys for needy families at Christmas.

Canadian Comment

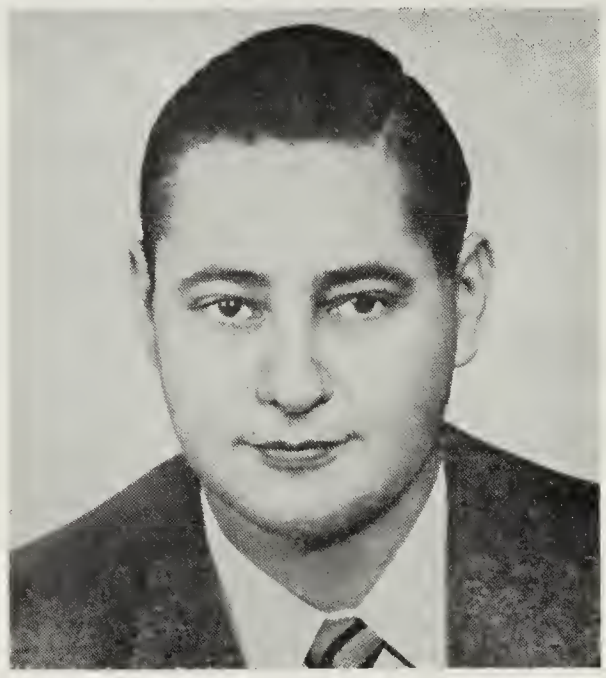
Sometimes known in the Canadian motion picture industry as the "seer," humorously, but certainly a tremendous fount of knowledge insofar as the industry is concerned, Hye Bossin was recognized with a special award from the Canadian Film Awards Committee.

Bossin, editor, Canadian Film Weekly, was given the award in recognition "of his distinguished contributions to the film industry in Canada and particularly his promotion of the Canadian Film Archives."

Bossin, who started his career as a printer's devil, finally landed in the front office of the Star Weekly in front of a typewriter where he wrote the memorable "Tattlers' Tales" column. Later, he shifted to the editorship of the Film Weekly.

In this position, he has been given the opportunity of doing for the film industry what a hundred public relations men have been unable to do, become a friendly source of facts and figures about the industry. He is known to have been responsible for the rise in the writing careers of many in the entertainment industry, and there isn't a columnist in Canada who hasn't depended on Bossin's weekly magazine for material two or three times a week.

Top award given by the Canadian Film Awards went to the National Film Board production, "Stratford Adventure," the story of the Shakespeanean Festival in Stratford, Ont. Other awards went to such widely diversified groups as the Alberta Government Film Branch and the United Church Committee on Missionary Education.



Arnold M. Picker, United Artists' vice-president in charge of foreign distribution, recently announced that the company's first world-wide series of foreign sales conventions would be launched in London on May 3. The week-long session will bring together over 150 UA executives and representatives from Europe, the Near East, and South Africa.

The Telegram, Toronto, one of the country's largest newspapers is cooperating with Famous Players in the showing in Toronto of the Billy Graham movie, "The Mighty Fortress," when it opens at a number of suburban houses. The 40-minute picture, showing highlights of the American evangelist's crusade in London and continental Europe, was given a special screening for ministers in Toronto.

Personal attention in buying and booking of films is promised by Curly Posen, who recently resigned from Allied Theatres to form his own booking and buying organization in Toronto. At the present time, Posen claims to have 10 theatres signed to his organization. Posen, besides being well-known as an orchestra-leader in Toronto, is a veteran of 35 years in the theatre business, having started with the late Jack Goldhar.

During the recent newspaper strike in London, England, newsstands, naturally, could not furnish news of current film attractions in the theatres; but they did give over their stands to posters about Paramount's "Mambo" and "Conquest Of Space" and also distributed copies of Paramount's special news sheet carrying information about current West End films and news of current and forthcoming Paramount product.

65mm. Process Due For New MGM Films

HOLLYWOOD—E. J. Mannix, general manager, MGM, announced the development of a new 65mm. process to be used in new MGM pictures.

The new system involves filming the picture on 65mm. film in cameras having conventional mechanisms, but equipped to handle double sized film fed horizontally. The larger sized film is adaptable to projection on the largest screens now made, and reduction to 35mm. can be made which will make the picture suitable for either conventional large screen or CinemaScope projection. A special lens has been developed by Panavision, Inc., which will provide for simple operation. The system is adaptable to a multiplicity of sound systems now in use, whether magnetic or optical.

Mannix also announced that the studio's production facilities are being increased. Dore Schary, vice-president in charge of production, announced that the company expects to begin filming its first picture in the new process in August. He announced that the studio would not film all its pictures in the new process, but only those which were "suitable." It was indicated that only color pictures would use the new system. Aspect ratios from 1.85 to 1 to 2.5 to 1 will be available.

Charles S. Chaplin, Canadian general manager, United Artists, has been elected president, Canadian Motion Picture Distributors Association, which is composed of the Canadian general managers of all distributing companies. Veteran of 25 years in the industry, Chaplin is vice-chairman, Canadian Motion Picture Industry Council, and has been chairman, Motion Picture Section of the Community Chest, for the past four years. He is also a member of Empire Lodge, B'nai B'rith, the Toronto Board of Trade, Variety Club, Tent 28, and the Canadian Motion Picture Pioneers.

England

LONDON—Arthur Dent is using an anamorphic lens developed in France to produce black and white pictures indistinguishable on the screen from CinemaScope, it was learned last week. The lens produces a picture in the ratio of 2.55 to one. It is understood that the J. Arthur Rank Organizations are also experimenting with this lens.

France

PARIS—A new French-Italian co-production agreement, running until Dec. 31, 1957, was signed last week. The agreement states that only high-quality pictures can profit from co-production deals. The Italo-French film Accord Commission issued a statement that the co-production advantage should be used to produce pictures that will find favor with young people.

In The Newsreels

IN ALL FIVE:

Jamaica, N. Y.: Nashua wins Wood Memorial.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 36) New York: President Eisenhower addresses American Newspaper Publishers Association. Indonesia: Afro-Asian parley ends. Indo-China: Vietnam General escapes bombing in Saigon. Greece: New earthquake. Jordan: King Hussein takes a bride.

NEWS OF THE DAY (Vol. XXVI, No. 270) New York: President Eisenhower addresses American Newspaper Publishers Association. Washington: Dr. Salk honored. Indonesia: Afro-Asian parley ends. Greece: New earthquake. Jordan: King Hussein takes a bride.

PARAMOUNT NEWS (No. 73) New York: President Eisenhower addresses American Newspaper Publishers Association. Washington: Dr. Salk honored. U.S.A.: Check your car with electronics.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 668) Greece: New earthquake. Indonesia: Afro-Asian parley ends. Washington: Dr. Salk honored. Indo-China: Vietnam General escapes bombing in Saigon. Chicago: Montgomery Ward management wins.

WARNER PATHE NEWS (Vol. 26, No. 75) Chicago: Montgomery Ward management wins. Washington: Dr. Salk honored. Indonesia: Afro-Asian parley ends. U.S.S.R.: Austria's Raab visits Moscow. Jordan: King Hussein takes a bride. Lawrence, Kans.: Santee misses four-minute mile.

MOVIETONE NEWS (Vol. 38, No. 35) Washington: National Guard "Minutemen" mobilize. Camp Wallace, Va.: Tramway links ship and shore. Germany: Magnet recovers ammunition from Berlin lake. France: Robot train. Canada: Bazooka substitute tested. U.S.A.: Flying Navy tanker refuels jet in air. Fort Bragg, N. C.: 2,000 paratroops in mass jump. Australia: Killer shark. Italy: Crossbow shooting.

NEWS OF THE DAY (Vol. XXVI, No. 269) Fort Bragg, N. C.: 2,000 paratroops in mass jump. Lake Success, N. Y.: Strike violence shuts Sperry plants. West Germany: A step nearer statehood. Marineland, Cal.: Underwater operation; bat ray gets new eyes. Edgewater, N. J.: Emmett Kelly, circus clown, takes a bride. Boston: Jap runner wins marathon. Italy: Crossbow archery revived. Los Angeles, Cal.: Quarter horse race thriller. Italy: Hard-head champ.

PARAMOUNT NEWS (No. 72) France: Robot train. Austrian Alps: Ancient wedding custom. Marineland, Cal.: Underwater operation; bat ray get new eyes. Boston: Jap runner wins marathon. New York City: VistaVision and "Strategic Air Command" premiere.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 667) Fort Bragg, N. C.: 2,000 paratroops in mass jump. Lake Success, N. Y.: Strike violence shuts Sperry plants. United Nations: Release of fliers held by Red China rumored. New York City: International food show. Akron, O.: Rubber and steel tire shown. Marineland, Cal.: Underwater operation; bat ray gets new eyes. Washington, D. C.: Purdue University's drill team thrills military men.

WARNER PATHE NEWS (Vol. 26, No. 74) Washington: National Guard "Minutemen" mobilize. Lake Success, N. Y.: Strike violence shuts Sperry plants. Washington: Mrs. Hobby opens Mental Health Week. Los Angeles, Cal.: Air Force honors June Allyson. Sicily: Citizen Churchill starts rest. New York City: Fashions for brides. Seattle: Big plane tries new engines. Fort Bragg, N. C.: 2,000 paratroops in mass jump.

Fleet Admiral William "Bull" Halsey is seen being greeted upon his recent arrival at the Providence, R. I., airport by, left to right, Richard W. Altschuler, Republic's director of world-wide sales; Rear Admiral J. J. Bergen; and Paul Ladd, Chamber of Commerce. Halsey came in for the premiere of Republic's "The Eternal Sea," RKO Albee, Providence, R. I.

Tax Take Drops

WASHINGTON—General admission tax collection in 1954 amounted to $195,213,000 compared to $275,535,000 in 1953, the Internal Revenue Service reported last week.

NATIONAL LEGION OF DECENCY

April 21, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Abbott And Costello Meet The Mummy" (U-I); "An Annapolis Story" (AA); "Seven Angry Men" (AA); "This Island Earth" (U-I); UNOBJECTIONABLE FOR ADULTS: "Bedevilled" (MGM); "A Bullet For Joey" (UA); "Strange Lady In Town" (Warners); OBJECTIONABLE IN PART FOR ALL: "Chicago Syndicate" (Columbia); "Court Martial" (Kingsley Int.); "Innocents In Paris" (Tudor); "The Marauders" (MGM); "Shotgun" (AA); "Top Of The World" (UA); "Violent Saturday" (20th-Fox).

Konecoff

(*Continued from page 4*)

of girl watching which they labeled as "too advanced" for use in the U. S.

There was supposed to be a discussion by a panel of experts, and Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation was to receive an award on behalf of the film in recognition "of the contribution made to the advancement of girl watching and in appreciation of the moments of enjoyment which this picture will bring to the girl watchers of the world."

We would have liked to have been present, but we were busy doing our own girl watching as a delegate-at-large from the Brooklyn Chapter of Girl Watchers.

THE METROPOLITAN SCENE: Recent issue of This Week Magazine, Sunday newspaper supplement, had quite a layout on "Oklahoma," filmed in the Todd-AO process. . . . Okeh pressbooks are out on "Violent Saturday," "Kiss Me Deadly," "A Bullet For Joey," and "The Looters." . . . Sid Rechetnik, trade press contact at Warners, became the father last week of a baby girl weighing in at six pounds, three ounces, named Lisa Jen. The event took place at Doctor's Hospital . . . Italian adventurer-explorer Count Leonardo Bonzi arrives here for an initial visit and to help promote and publicize his forthcoming IFE release, "Green Magic." He has been set for a guest appearance on the TV show "Adventure," where some film highlights will be shown as well.

Catholic Vets Fight Toll-TV

NEW YORK—Father Duffy Post, Catholic War Veterans of America, speaking on behalf of thousands of hospitalized veterans in all parts of the country, last week petitioned the Federal Communications Commission and Congress to refuse requests now pending before the FCC seeking approval of Pay-To-See Television programs using telecast channels now allocated to free TV.

Bollengier Leaves UA

NEW YORK—A. E. Bollengier resigned last week as treasurer, United Artists, to accept another position outside the motion picture industry.

Bollengier was guest of honor at a luncheon tendered by United Artists in the Warwick Room of the Warwick Hotel.

This Was The Week When.....

Four costumed harem beauties were set to tour the country in advance of RKO's "Son Of Sinbad". . . . Alfred Hitchcock's "Rear Window" received the Edgar Allen Poe Award as the outstanding mystery picture of the year from the Mystery Writers of America. . . . The directors of Stanley Warner Corporation declared a dividend of 25 cents per share of common, payable May 25, to holders of record May 4. . . . General Electric announced that it will sponsor 26 one-hour TV film programs to be produced by 20th-Fox. . . . Jack L. Warner announced that "The Searchers," produced by C. V. Whitney Pictures, Inc., will be distributed by Warner Brothers.

"Strategic Air Command" set an all time boxoffice record for the Paramount, New York, since it began operating on an all film policy. . . . "Green Magic," IFE prize winning color documentary, had its American premiere set for the Little Carnegie. . . . Two teams of Hollywood beauties have been signed to tour 28 cities for Mickey Spillane's "Kiss Me Deadly," released by United Artists. . . . Universal Pictures concluded its "Charles J. Feldman Annual Sales Drive" with one of the biggest weeks in the company's history. . . . Warner Brothers announced plans for an early production of "The Life Of Albert Einstein."

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Old And New Ballyhoo Put Shine On Schine

GLOVERSVILLE, N. Y.—Many have long advocated a return to the good old forms of showmanship of yesteryear, claiming that there's new boxoffice dollars to be found in the tried and proven bally of the good old days.

The Schine Circuit and its hustling managers have put into effect just such down to earth ad-pub-exploitation gimmiks in various towns, both large and small. Recent examples are the pie-eating contest (that's reaching 'way back, isn't it?) Dick Williams, manager, Avalon, Easton, Md., promoted in cooperation with the local Acme market. The pies were furnished free and the winners got additional prizes promoted from local merchants. To round out this oldie, Williams had other stage contests such as a balloon blowing contest, etc., none of which cost the theatre anything but time and effort.

Schine managers also seem to concentrate more and more on kiddie matinees, dreaming up a flock of stunts to keep the youngsters, the adult patrons of tomorrow, coming again and again. Recently, special Easter shows had live rabbits and baby chick given away in many houses.

In Van Wert, O., Clarence Cropper, Van Wert, has set his kiddie Safety Club ir motion, sponsored by the local Odd Fellows Lodge. The program has just started and the free show will be held on July 18. Both the Sheriff and Police Departments are assisting. At Federalsburg, Md., Pearl Bryant's Easter Kiddie Show at the Federal was more successful this year than last, according to her reports. Two big live bunnies were given to the kids and she promoted a 40 pound Easter egg from the local druggist. The kids even took the trouble to thank her for the wonderful party.

In Lexington, Ky., Foster Liederbach, Strand, pulled a "Davy Crockett Pantomime Contest" on stage, similar to the pantomime seen on TV, to the tune, "The Ballad Of Davy Crockett." Naturally, the entrants were mostly kids who had done this sort of thing in school shows. Liederbach promoted a three-way phonograph as first prize; but the big pay-off proved to be a tieup made with the local TV station. It seems there is a gal who does a pantomime show there, and she was plugging the contest. She was also on stage at the contest to invite the winner to appear with her on her show. Along with the lobby display was the record player plugging the tune, and in the music shop which donated the player, a large poster plugged the contest and prize.

These few instances should serve to prove that the Schine managers are on their toes week in and week out—selling to the best of their abilities in down to earth fashion the attractions as they come along or cooperating with local authorities and people so that all become friendly and have fun at the movies—making holiday rentals easier to obtain and creating a link of good will between patrons and management hard to break down.

In connection with the New Haven territorial saturation openings of U-I's "Revenge Of The Creature" starting at the Roger Sherman, New Haven, recently, a monster stunt was used as can be seen with the same costume and stunt being duplicated in Bridgeport, Waterbury, Hartford, and Stanford, all in Conn. U-I developed the street bally to aid all the openings with the individual managers reporting considerable attention to their towns.

NSS Promotes Memorial Day

NEW YORK—National Screen Service announced it has available Memorial Day trailers to help exhibitors of both conventional theatres and drive-ins make May 30 a big money weekend.

Dance From "Daddy" Aids Picture Ballyhoo

NEW YORK—"Daddy Long Legs," premiering at the Roxy, will arrive at the crest of the greatest national TV and radio promotion ever put behind a 20th-Fox picture.

Over a period of weeks, an estimated TV audience of 359,083,000 will be reached by programs plugging the songs, dances, and stars of the musical. Beginning on Ed Sullivan's "Toast of the Town," the picture has been ballyhooed on "What's My Line," "I've Got A Secret," "The U. S. Steel Hour," "Masquerade Party," and the "Buick Berle Show."

A group of Fred Astaire dancers introduced "Sluefoot," one of the dances in the picture, on "Toast of the Town," and the entire score of the picture will be featured on CBS's "On A Sunday Afternoon" national network radio program.

Decca records has recorded the Four Aces in "Sluefoot," and Sammy Davis, Jr., in "Something's Gotta Give," and is putting tremendous promotion behind these records. To give the disc jockeys a variety to choose from, the same two songs have been recored for Coral Records, with the McGuire Sisters doing "Something's Gotta Give," and the Modernaires waxing "Sluefoot," with Bob Crosby's orchestra. The orchestra featured in the film, Ray Anthony's aggregation, have made for Capitol a special recording of the same two songs and also "Dream" and "Thunderbird."

Fred Astaire dance studios in 135 key cities across the country are scheduled to introduce and teach the "Sluefoot," planning to organize "Sluefoot" clubs. Dance Magazine is sponsoring a national dance contest, with trips to Hollywood as prizes.

To stimulate the interest of teen-agers, full page ads in color are scheduled to come out in May in Seventeen, Mademoiselle, Charm, and Glamour, which have a readership of over 20,000,000. Two page, two-color adds are being placed in all the national fan magazines to heighten the effect.

Exhibs "Do-It-Themselves"

NEW YORK—The "Do-It-Yourself" Department, inaugurated by RKO publicity director Perry Lieber in the company's recent pressbooks has not only caught on with exhibitors but, industry-wise, offers proof that there are plenty of live-wire showmen in small towns as well as big cities across the nation.

Under this set-up, RKO offers a $10 bill for each Do-It-Yourself exploitation idea which requires no cost, or a small cost, from any theatre employee, if used in a pressbook. Contributors' pictures are used with the winning ideas, which can apply to a specific RKO picture or may be workable for general exploitation.

Pressbook editor Phil Gersdorf reports a growing enthusiasm for the idea.

HARGROVES
NATIONAL SERVICE SYSTEM
ANNOUNCES
THE OPENING OF ITS
NEW OFFICES AT THE
PARAMOUNT BUILDING—1501 Broadway, New York 36, N. Y.
Where it will continue its service of supplying personnel checking and verifying Box Office receipts for the Motion Picture Industry.
Telephone: LAckawanna 4-4571-2

CANDYDLY SPEAKING

PERHAPS THE MOST significant advancement in the drive-in field in recent years has been the increased importance of concession operations and the growing percentage of profits that result from these operations.

THE TREND can be traced to the first exhibitor who realized that the great outdoors was conducive to sharpening the appetite, and the family car was not only an ideal place to sit while watching a movie but also the perfect spot for a snack, a sandwich, and, more recently, an entire meal.

THE ADDITION of new items in concession stand activity created a wide demand for equipment and services hitherto outside the scope of the theatre field. Many problems peculiar to the motion picture industry had to be solved, and concessionaires, equipment dealers, and suppliers were on hand with trained personnel to aid exhibitors in extra profits expansion.

SANDWICHES, PLATTERS, and other hot items must be prepared in volume for distribution during limited intermission periods. Merchandise must be available for extensive storage without spoilage. Through freezing and the introduction of a variety of equipment changes and improvements, these problems were faced and solved. There is apparent now a trend in the building of new outdoor showplaces to expend an increasing percentage of total investment for concession stands and kitchen equipment.

FOR THESE REASONS and to acquaint theatremen with new and proven ideas in hot food merchandising, this issue of EXTRA PROFITS is devoted to activity in this field, with particular emphasis on the variety of equipment available and suited particularly for drive-in use.

—AL ERLICK

EXTRA PROFITS

Three pretty drive-in patrons smile their enjoyment ofter tasting the new Turkey Steamroller recently introduced by Flavo-Rite, Foods, Inc., who also sell shrimp rolls to more than 1,000 outdoor spots.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and concession industries.

50,000,000 times a day . . .
IT'S A MATTER OF **PREFERENCE**—

Coca-Cola is the most asked-for soft drink in drug stores!*

1. Patrons of drug store soda fountains buy more Coca-Cola than all other soft drinks combined.

2. When these people patronize your theatre, they'll look for their favorite.

3. You can turn their proven preference into profit — by selling them what they want: Coca-Cola.

SELL Coca-Cola REG. U.S. PAT. OFF. **for extra profit**

...more than 9,600 theatres do!

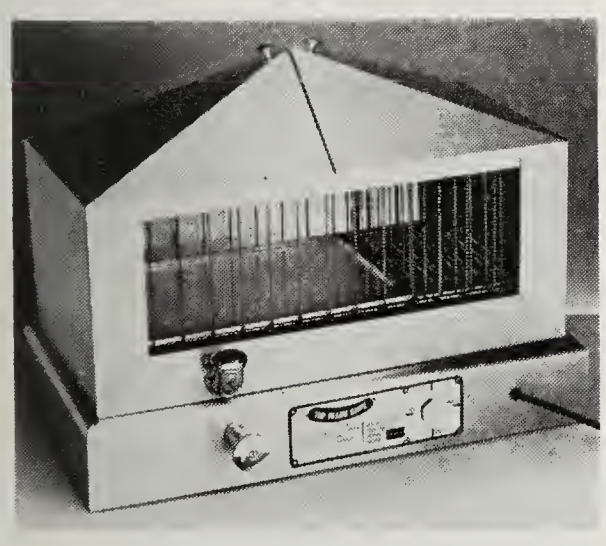
*1954 surveys by Alfred Politz Research, Inc.

Hot Foods Fuel Drive-In Concession Stand Profits

Flavo-Rite Foods, Inc.
Shrimp Roll, Turkey Steamroller

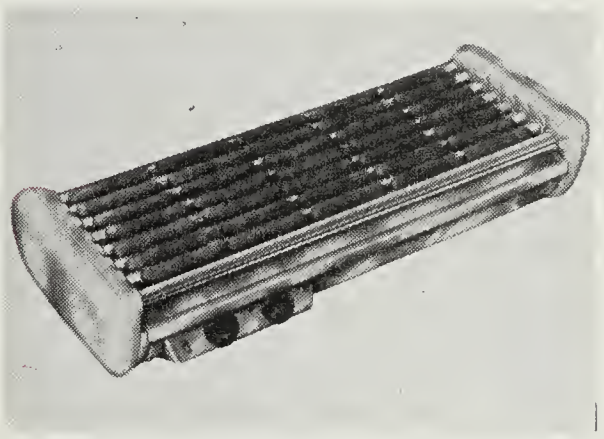
NEW YORK—Flavo-Rite Foods, Inc., announced the new Turkey Steamroller is now available to drive-in concessions. Consisting of turkey, gravy, and green peas in a bun, they will be delivered frozen in cartons containing 48 units. To serve, insert the roll in an individual glassine bag provided, and place it in the bun warmer until heated through. At a temperature of 200 degrees, they will be ready in 25 minutes. They will then remain hot throughout the evening, and the unsold balance can be cooled, refrigerated, and re-heated for the next performance. Flavo-Rite also makes shrimp rolls, now being sold in over 1,000 drive-ins. A mixture of shrimp, celery, and seasonings encased in flaky noodle jacket, they can be served with two minutes of deep frying. Since this is a meatless item, it perks up the normal Friday slack, although also sells well during the week. These come frozen, 50 to the carton, and can be kept under normal refrigeration up to 10 days, although it is recommended that two or three days supply be placed under refrigeration and the rest in deep freeze.

Manley, Inc.
Frank-Bank



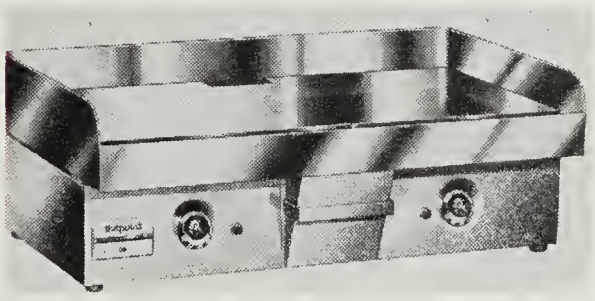
KANSAS CITY—Hot dogs cooked and served the Manley Frank-Bank way are said to be just the thing for drive-in concession operation. It's a big capacity hot dog machine holding seven dozen buns, 10 dozen hot dogs, or five dozen hot dog sandwiches. The top is removable and can easily be used in self-service drive-ins for quicker, easier service. The just-right water temperature is positively controlled. Heat may be varied through three heats. The bun rack is adjustable to make them fresh, or keep them fresh. The variable heat selector offers a positive control so that one can steam hot dogs at 350, 700, or 1,400 watts. This big capacity machine will speed your service and help you get the most out of hot food operations at outdoor concession stands.

J. J. Connolly, Inc.
Roll-A-Grill



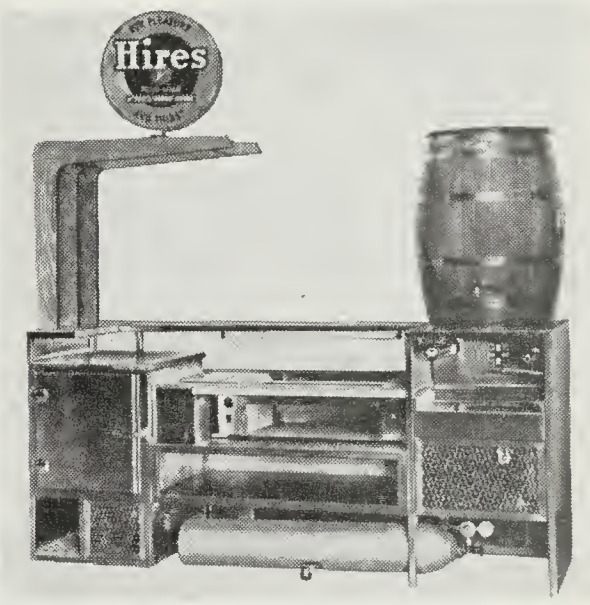
NEW YORK—An entirely new, compact, budget priced frankfurter grill, with a capacity of 35 franks at a time and 700 per hour, has been introduced by J. J. Connolly, Inc. The grill, Roll-A-Grill Model A-35, operates by an exclusive patented principle, *fast heating rollers* automatically turn the franks over and over at a slow, even speed. It is said to increase the size of the frankfurter up to 50 per cent and operate without smoke or odor. It eliminates the need for constant watching. The stainless steel rollers do not need greasing and will not rust, stain, or tarnish. The unit features easy field maintenance, and carries a full year's guarantee. It has eight rollers, with seperate heating controls for each set of four rollers. Heat can be lowered, increased or shut off in each set of four rollers as required. A smaller model, Roll-A-Grill Model C-14, cooks 14 franks at a time, 280 per hour.

Hotpoint Company
Rocket 12 Griddle



CHICAGO—The new Hotpoint Rocket 12 Griddle which will be formally unveiled at the National Restaurant Show beginning May 9 bears the unique distinction of being the world's most powerful and fastest big production electric griddle. Among the claims made for this new griddle is that it cannot be "killed" even under continuous loads of frozen hamburger on a 24-hour a day schedule. It automatically assures perfect quality control. The grid of this griddle plate is 36 inches long by 18 inches deep, with the entire grid area usable for cooking. It is capable of producing over 700 quarter-pound hamburgers every hour. Orrin E. Wolf, vice-president in charge of Hotpoint's commercial division, explained that on the new Rocket 12 a high temperature setting was unnecessary. After it has reached the correct dialed temperature, the small temperature drop is compensated for automatically and the griddle is returned to correct cooking temperature. Features of the new Rocket 12 include two sectional heat controls that permit the operator to use either side of the griddle independently; automatic signal lights that indicate when the griddle has reached correct cooking heat; front and back grease drain for easier scraping of the griddle; new grease guard on back and sides protects counter and wall from splattering; preheats to 375 degrees F. in 7.7 minutes; and new six-quart capacity removable grease container.

Charles E. Hires Company
Hires Snack Bar



PHILADELPHIA—The Charles E. Hires Company, originators of the Hires Snack Bar, pioneer in 1876 of the famous keg, and developer leader of dispensing equipment, again contributes an important first to beverage merchandising with the their eight foot and six foot snack bars. The eight foot bar is counter height, 45 inches; eight feet long with a 30-inch width and an over-all height, including revolving sign, of nine feet one inch. Features of the Hires snack bar are its high geared sales attractiveness, exclusive design of stainless steel and beautiful natural oak. It is a completely self-contained unit, ready for instant operation, featuring Hires own profit proved keg, unexcelled for fast service and its exclusive simplified expense saving faucet, either ice cooled or electrically refrigerated. The high speed frankfurter grill operates with fluorescent lighting for natural color appeal and dominating revolving sign for maximum attention. Included are generous stainless steel storage shelving and sink with hot and cold water faucet and full length hard maple cutting board; bun warmer of high capacity, easily removed as complete unit for cleaning, thermostatically controlled; and built in space saving cup dispensers and two self-closing waste containers. The Hires Snack Bars also come in six foot and 10 foot sizes.

(Continued on next page)

Ice/Cader Available

CHICAGO—The Ice/Cader is Frigidrink Dispenser Company's reply to the demand for an ice-cooled dispenser for non-carbonated beverages. An enclosed and sealed pump circulates the beverage through stainless steel coils in the ice chamber. As in the other popular Frigidrink dispensers, merchandising effectiveness is increased by illuminating the beverage as it flows over plastic cascades within the sparkling clear glass bowl. This combination of light, color, and animation has proven to be a sales stimulator.

The Ice/Cader is easily filled with ice and can be maintained and cleaned without difficulty. Among its features are stainless steel fast-flow faucet, hammertone steel base with etched and anodized inner lining, extra heavy insulation, and almost instantaneous cooling in stainless steel coils.

Popcorn Seasoning Bar Developed By E. F. Drew

BOONTON, N. J.—E. F. Drew and Company recently announced the availability of the Tasty-Pop popcorn seasoning bar through the 29 nationally located offices of the National Theatre Supply Company.

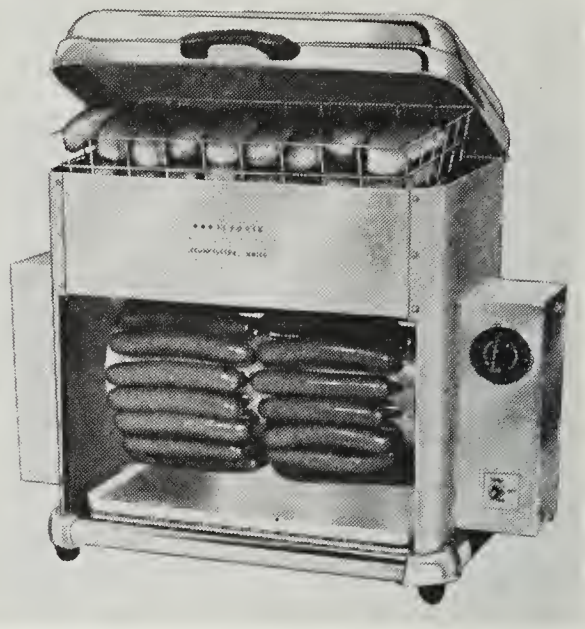
The Tasty-Pop seasoning is packaged in ¼-pound bars to be used at a ratio of one bar to one pound of popcorn. A special hardening process was developed that raised the softening point enabling the company to package the seasoning in the convenient bar form.

The ease of handling has made it possible to carry stock in all National Theatre Supply branches and, it is stated, the convenience of the bar shape has boosted sales.

Hot Food

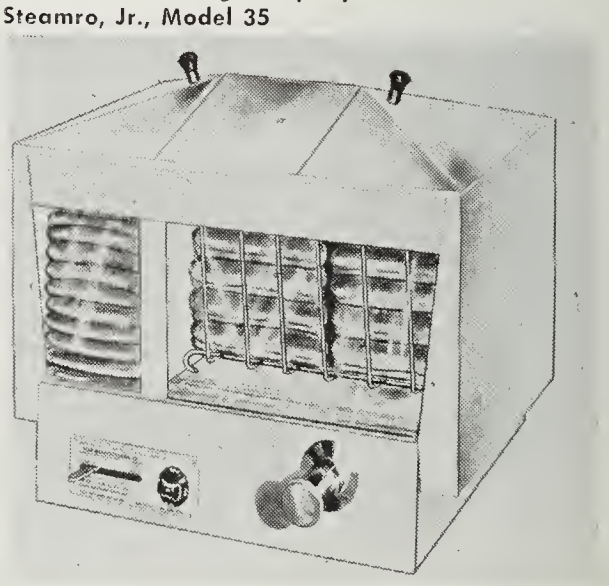
(Continued from preceding page)

Broil-Quik Appliance Company
Infra-Red Frankfurter Grill



NEW YORK—The Broil-Quik Appliance Company has developed the new infra-red Broil-Quik Frankfurter Grill. It cooks frankfurters faster, tastier, and easier with penetrating infra-red rays. The grill consists of two easily removable drums, each drum individually operated with automatic controls. It has two incaloy sheathed tubular infra-red grilling elements, one in the center and one at the top of each drum. Each drum holds 40 frankfurters. The grilling is done on one drum at a time while the other can keep the finished franks hot and tender for hours. The grill can cook 40 frankfurters every five minutes. Each drum is automatically timed. When the frankfurter is cooked, the heat is automatically turned to medium. The grill has a bun warmer on top with a water pan which steams the buns and keeps them soft and tasty. It is made of triple chrome plated steel and the drums are of stainless steel. It can be easily cleaned. It measures 21 inches wide, 11½ inches deep, and 28 inches high. This unit comes in two sizes, Model F with two drums, which holds 80 frankfurters, and Model FJR with one drum, which holds 40 frankfurters. Otherwise, both models are similar in every respect.

Star Manufacturing Company
Steamro, Jr., Model 35



ST. LOUIS, MO.—Star Manufacturing Company is now featuring the Star Steamro, Jr., Model 35, electric combination hot dog steamer and bun warmer. Low in cost, it is a compact counter unit for serving piping hot frankfurters and buns quickly and conveniently.

"As soon as we switched to
popsit plus
several years ago, our popcorn sales shot up!"

says Mr. Will J. Conner,
. . . Executive Vice President of the John Hamrick organization, operating 16 theatres in Seattle and Tacoma, Wash., and Portland, Ore., with executive offices at 410 Orpheum Building, Seattle.

Mr. Conner says, "The butterlike flavor that POPSIT PLUS gives popcorn did wonders for our refreshment stand sales. We wouldn't think of using any other popping oil today!"

Thousands of theatre operators, concessionaires and carnival men have had the same experience. POPSIT PLUS gives popcorn an easy-to-sell flavor . . . leaves fewer duds in the bottom of your popper . . . and because it's always liquid, it's convenient to pour, measure and store.

Test POPSIT PLUS in your own refreshment stands for just one week. You'll make it your only popping oil from then on.

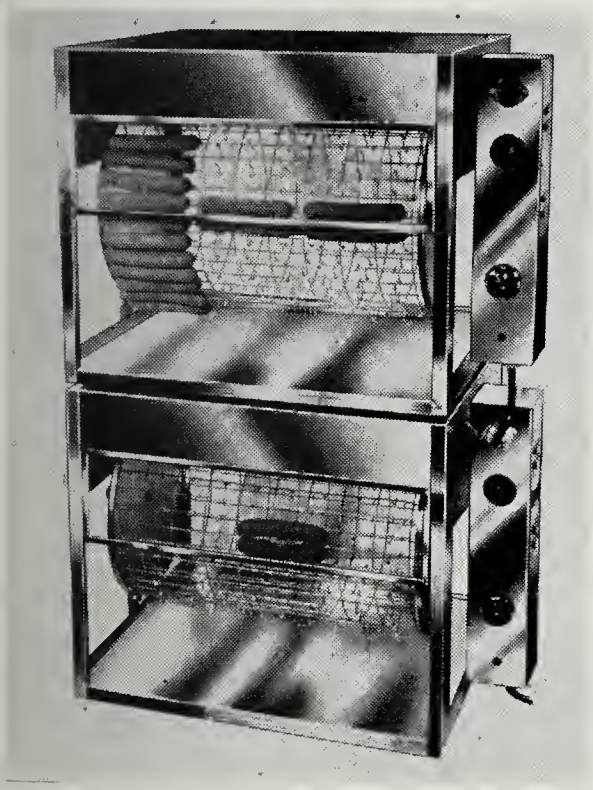
popsit plus!
Made Only of Pure Peanut Oil
made by
C. F. Simonin's Sons, Inc., Phila. 34, Pa.

Its efficient, economical steaming process prevents frankfurters from shriveling, drying out or becoming tough. A Fenwall Thermostat provides proper heat at all times. An adjustable humidity control keeps buns fresh and hot to retain their flavor and provide for instant service.

The steamer section holds up to 150 hot dogs and the bun warmer section holds from 30 to 40 buns depending on size.

The model makes an attractive counter display unit being of bright red baked enamel. It is said to be easy to install, easy to clean and its sturdy construction comprises stainless steel metal body, racks and trays; heavy-duty enameled steel base; three removable aluminum hinged lids; solid brass chrome plated drain valve; three quart stainless steel water reservoir; heavy-duty Chromalox imbedded type element; and plate glass compartment display windows. Its overall size is 13¼ inches by 18 inches by 16 inches high.

Dalason Products Manufacturing Company Jumbo Bar-B-Frank



CHICAGO—Due to demands from many sources, including drive-ins, Dalason Products Manufacturing Company is making what is known as the Jumbo Bar-B-Frank machine, which barbecues over 1,000 hot dogs per hour. It is said a larger, juicier, fluffier, more tasty frankfurter results when cooked on a Bar-B-Frank, because infra-red coils are accurately spaced to cook from the center out, opening up every grain of meat to bring out its full flavor. All models are made of same top quality, like 302 stainless steel, Robertshaw thermostat, Dalgrid Infra-Red unit, Super-Test heavy duty motor, which is why the mechanical operation of all parts are guaranteed a full year. All parts are easily removable for cleaning and satisfy all state food requirements. The Jumbo Bar-B-Frank Model 900 holds 111 average franks, up to 555 per hour. It is 19½ inches high; 27 inches wide; has a depth of 17 inches; uses 1250 watts; and has a shipping weight of 45½ pounds. The Jumbo Bun Warmer Model 905, drawer type, with water reservoir and thermostat, handling 100 buns at a time, processing 1,000 per hour, has a height of 10¾ inches, a width of 25 inches, a depth of 17 inches and uses 475 watts. Its shipping weight is 37 pounds.

only

popsit plus gives you all these advantages

Compare these advantages	POPSIT PLUS	BRAND "A"	BRAND "B"
Pure Peanut Oil (most easily digestible vegetable oil)	✓		
Butterlike Flavor	✓		
Requires No Melting	✓	✓	✓
Flash Point Over 650°	✓		
Always Ready-to-Pour	✓	✓	✓
Fries Potatoes, Chicken, Shrimp	✓	✓	✓
Fewer Than 5 "Duds" Per Pound of Corn Popped (average)	✓		
THE SCORE	7	3	3

Popsit Plus is the biggest selling popping oil in the entertainment industry — preferred by more theatres, carnivals and outdoor operators because it does the biggest job! The distinctive butterlike flavor sells and resells your popcorn for you. Popsit Plus is the safest of all oils to use, easiest to measure and store — versatile, too, for every frying requirement.

If you haven't used Popsit Plus, you're missing a "sure thing". Arrange for a free trial . . contact your local distributor today!

popsit plus!

It's Digestible! Made Only of Pure Peanut Oil

Liquid Popcorn Seasoning
made by
C. F. Simonin's Sons, Inc.
Phila. 34, Pa.

Increasing Beverage SALES all over the nation!

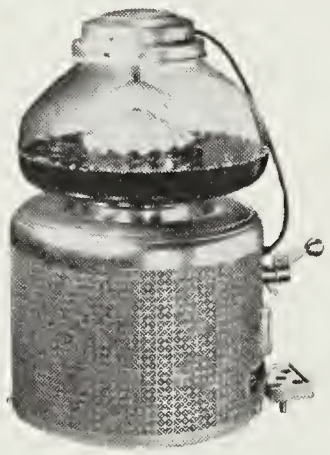
FRIGIDRINK

Non-Carbonated Beverage Dispensers

• sales appeal
• animation
• color

NEW ICE/CADER

Ice cooled for convenience and economy. Built to the same high standards made famous by the popular mechanically cooled Frigidrink dispensers pictured below.



CADET

Specially designed smaller dispenser—ideal for many locations. Compact and efficient.

CASCADER

High capacity, heavy duty dispenser far high traffic locations.

HANDSOME • EFFICIENT • DEPENDABLE

Endorsed by

THE BEVERAGE INDUSTRY

Frigidrink dispensers attract thirsty crowds with eye-appealing cascading action that actually creates thirst. New refrigeration, new design and new engineering perfection make these units the most dependable beverage dispensers made.

ASK YOUR JOBBER FOR COMPLETE DETAILS OR WRITE DIRECT TO DEPT. D.

Frigidrink Dispenser Co.

55 EAST WASHINGTON STREET CHICAGO 2, ILLINOIS

Utilizing the space behind the candy counter to advertise coming attractions is always a focal point of attentian as demonstrated by this recent display arranged by Lou Hart, Avon, Watertown.

IPA Convention Plans Set; Siegel Named

CHICAGO—The popcorn and concession industries "Greatest Show" will take place Nov. 6-9 at the Morrison Hotel when International Popcorn Association joins with National Allied, TESMA, and TEDA to present "Popcorn, Candy, and Concession Hall," devoting the entire third floor exhibitor area to popcorn and concession items, IPA will offer 117 booths to exhibiting supply firms.

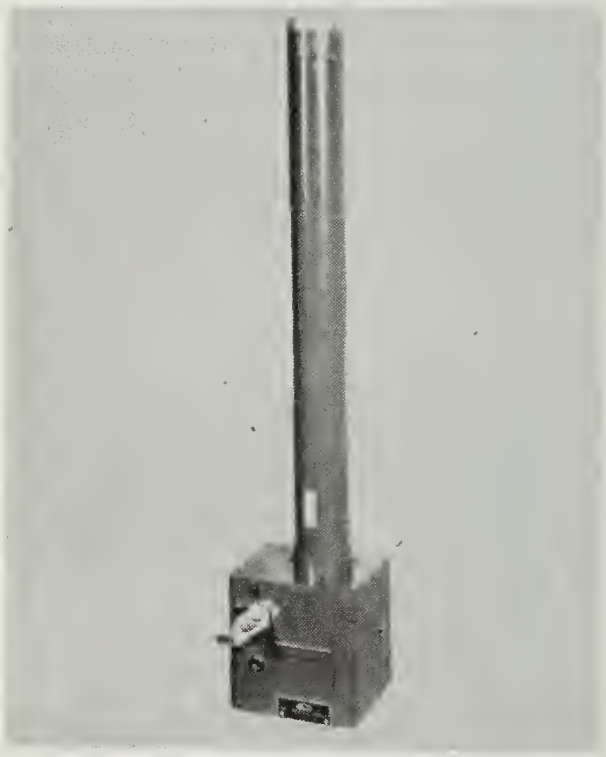
Carl Siegel, Stanley Warner Management Corporation, New York, has accepted the exhibition chairmanship for the 1955 show. Siegel, who also was exhibit chairman last year for IPA's Popcorn, Candy and Concession Hall during the TOA-IPA-TESMA-TEDA show at the Conrad Hilton, has announced a special exhibition committee to assist him.

Serving on the committee are Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, N. Y., and president, IPA; Lee Koken, RKO Theatres, New York City; Lester Grand, Confection Cabinet Corporation, Chicago; Melvin Berman, Tri-States Automatic Candy Company, Buffalo; Leo Beresin, Berlo Vending Company, Philadelphia; Joe Kernell, ABC Vending Corporation, New York; Nat Buchman, Theatre Merchandising Corporation, Cambridge, Mass.; and Loyal Haight, W. S. Butterfield Theatres, Detorit.

Although advance requests for booth space made by supply firms will take 80 per cent of the 117 booths, none have been assigned as yet. The exhibit brochures will be mailed April 23 and all booth reservations will be accepted in the order in which they are received, with the postal date on the envelope controlling.

Allied supply firms selling popcorn concession items, machinery, and equipment and who are desirous of exhibiting at IPA's 1955 show are requested to write to Carl Siegel, exhibit chairman, International Popcorn Association, 201 North Wells Street, Chicago.

Madern Tay Company, Hollywaad, Cal., is intraducing a new line of malded plastic tay soldiers which should have appeal ta children and came in sets of 100. Each toy is completely assembled, designed ta scale, and measures up ta four and one-half inches. They shauld prove a nan-spoilable, extra item for sale at the concessions stands in theatres and drive-ins.



This new E-Z Way cup vender, manufactured by Steel Products Company, Cedar Rapids, Iowa, is available in three models with a choice of one-cent, five-cent, and 10-cent operation. Using vending type cups, one model holds 175 seven-aunce cold cups; another holds 145 nine-aunce cold cups; and the third model halds 110 seven-ounce hot cups. All models have tap loading.

EXTRA PROFITS

Volume 10, No. 2 May 4, 1955

Associate Editor, Al Erlick

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarian Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast Representative: Paul Manning, 9628 Cresta Drive, Las Angeles, Calif.

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Peanut Scarcity Seen In Wake Of Drought

WASHINGTON—Peanut candy, peanut butter, salted peanuts, and other peanut products will be higher in price and harder to buy in 1955 unless additional supplies of peanuts are imported to augment domestic production drastically decreased by drought conditions in southeastern and southwestern growing areas, Charles F. Scully, president, Williamson Candy Company, Chicago, said here recently at a peanut hearing before the Tariff Commission. Scully was spokesman for the National Confectioners' Association, an organization of candy manufacturers.

Scully, chairman, Association's peanut committee, said, "Government reports indicate that the total 1954-1955 crop of peanuts is estimated at over 34 per cent less than the 1953-1954 crop, and 47 and 50 per cent less, respectively, in the southeast and southwest areas where most of the Spanish peanuts, the principal type used by confectionery manufacturers, are grown."

Scully further said, "The present crop of 1,044 million pounds is the smallest crop since 1934 when 1,014 million pounds were harvested. The population of the United States in 1934 was about 37 million less than at present. Obviously, a supply of peanuts adequate for a population of 123 million is inadequate to satisfy 160 million people. A present population with a national income of over 300 million dollars certainly would purchase more peanuts than the population of 1934 with a national income of 40 million dollars.

"Shelled peanuts are now selling at about 25 cents per pound, a 30 per cent increase in the last three months, with prices received by farmers above the Government price support level," Scully said. The confectionery industry uses over 22 per cent of the total edible peanut crop.

"The consumer of peanut products will have less of these favorite American foods to eat," Scully said, "unless help in the form of additional quantities can be obtained from outside the United States. The confectionery industry asks that all restrictions on importation of peanuts be removed until Aug. 1, 1955, and that a hearing be held then to determine what restrictions, if any, should be imposed."

Maurice Glockner was recently elected vice-president and director of purchasing of Automatic Canteen Company of America. He had been associated with the Schine organization for 18 years and was also an executive, A.B.C. Vending Corporation.

At last... a popcorn seasoning in a far lighter, far more practical container! Each carton of TASTEE-POP holds 32 one pound packages containing four wrapped and measured quarter-pound bars. Just put in TASTEE POP and throw the wrapper away! It's quick, neat, sanitary — and there's no waste, no drippings, no pre-melting, no messy equipment! And here's another BIG plus — TASTEE POP *can be stored without refrigeration!*

TASTEE POP MEANS REAL ENJOYMENT! It's got that golden buttery color and rich-flavored goodness that brings out the best in your popped corn!

Try it! Make your next popcorn seasoning TASTEE POP — and turn your *small* popcorn concession into a *big* attraction!

It's from... N.T.S Your Guarantee of Consistent Quality and Outstanding Service

NATIONAL THEATRE SUPPLY

Mills Open House

CHICAGO—Now established at its new location at 4235 West North Avenue, Mills Industries recently opened house to a crowd estimated at nearly 400. Customers, distributors and long time associates of Mills came from across the nation to inspect the new facilities, meet new top management and see the latest Mill equipment in operation. Thomas J. Riggs, Jr., president of both F. L. Jacobs Company and Mills Industries; Jack Keller, vice-president and general manager of F. L. Jacobs Company; and Pete Maloy, new sales manager, Mills, were on hand for the occasion along with the Mills sales and service personnel. Center of interest was the Millshake shake and malt machine which combines freezing, built-in refrigerated syrup pumps, and blending into a single unit. Mills personnel explained how these improvements over previous machines can help.

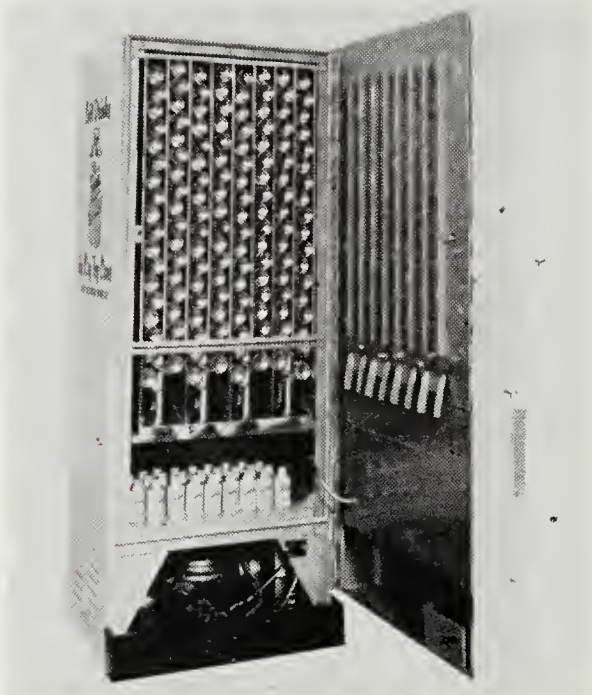
Malco Concession Tops

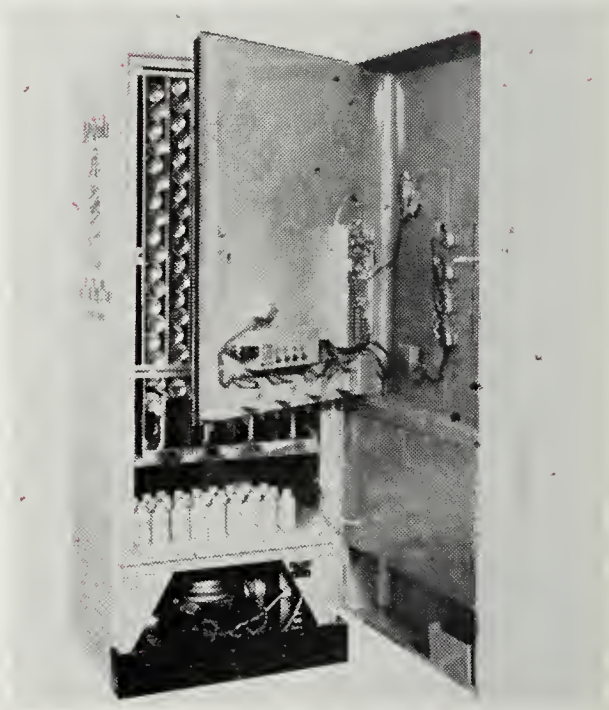
HELENA, ARK.—Employees of the Malco are proudly displaying a large gold plaque signifying that their concession stand is the best of all of the 22 United Theatres during the past month.

The award was started this year by M. S. McCord, president, Helena Theatres, and the local Malco is the first to be honored with it. It is awarded for best sales, cleanliness of the stand and appearance and courtesy of the employee, and will remain in the Malco Helena stand for 30 days and then will be again awarded to the outstanding United snack bar.

Super Coola Can Vendor Provides Maximum Service, Minimum Cost

HARTFORD, CONN.—Central Tool Co., Inc., are now manufacturing and distributing for the Cantrell and Cochrane Corporation the Choice Vend, multi-flavor, fully automatic can vending machine. The Choice Vend dispenses four flavors. The entire vending mechanism is built as a "packaged" unit and may be removed and replaced in a matter of minutes. Especially designed to vend the Super Coola six-ounce cone shaped, cap sealed can with sanitary drinking top, the Choice Vend comes as a sturdy, all-steel cabinet to withstand rough usage and to make it tamper proof. The Cantrell and Cochrane Corporation, located in Chicago, Englewood, N. J., Fort Worth, Tex., Lake Alfred, Fla., Los Angeles, and Narrows, Va., also furnish one gallon cans of syrup that can be used in a cup or counter vendor. The gallon cans of syrup are designed so that they can be reused.





NCA Convention Notes

CHICAGO—An important feature of the 72nd convention and 29th exposition of the National Confections' Association, scheduled for the Conrad Hilton Hotel on June 5 to 9, will be discussions among delegates aimed at increasing the sales of candy throughout the country. An important outlet for candy on the retail level and one that is certain to come in for its share of attendance is the theatre concession stand, in both indoor and outdoor situations.

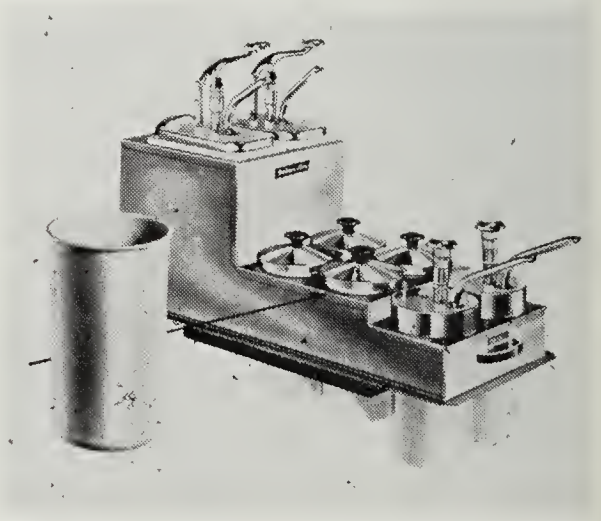
According to the announced agenda, made public by the convention program committee, several sessions will be devoted to sales, sales promotion, and other merchandising ideas designed to increase candy consumption.

Harvic Has Pizza Oven

NEW YORK—The Harvic Supply Corporation recently announced the introduction of a counter model pizza oven with two baking decks. It is known as model G-218 and is equipped to operate with any kind of gas, manufactured, bottled, or natural. Besides preparing pizza, it is also designed to roast meat and fowl and to bake cakes and bread.

Peter Paul To Build

NAUGATUCK, CONN.—John H. Tatigian, president, Peter Paul, Inc., recently announced the purchase of a 55-acre piece of land at Frankfort, Ind., where the candy company plans to erect a plant which will serve as the midwest distribution center. The project will include a modern one-story building and landscaped surroundings.



This newly developed plastic Dura-Bowl, manufactured by Helmco, Inc., Chicago, is now being used in all fruit wells on their line of ice cream cabinet fountainettes.

NEWS OF THE Territory

BRANCHES

Atlanta

Irving Shiffrin, Allied Artists exploiteer, handling promotion for the Southeastern Movie Festival AA releases, "Shotgun" and "An Annapolis Story," is making a swing of Birmingham, Tampa, Jacksonville, and Miami. AA is setting up special institutional ads in the four cities to run on amusement pages on Sunday, May 15. Ad will run over a half page carrying copy for the two festival pictures, with area saturation dates included.

Mrs. Vivian Gillispie, formerly with Rcalart, is the mother of a new baby girl. . . . The Gem, owned by the Bijou Amusement Company, Nashville, Tenn., has closed for the want of business. . . . Spence Pierce, theatres in Knoxville, Tenn., was in visiting with friends. . . . Ed Stevens, president Stevens Pictures, checked in after a visit to his branches.

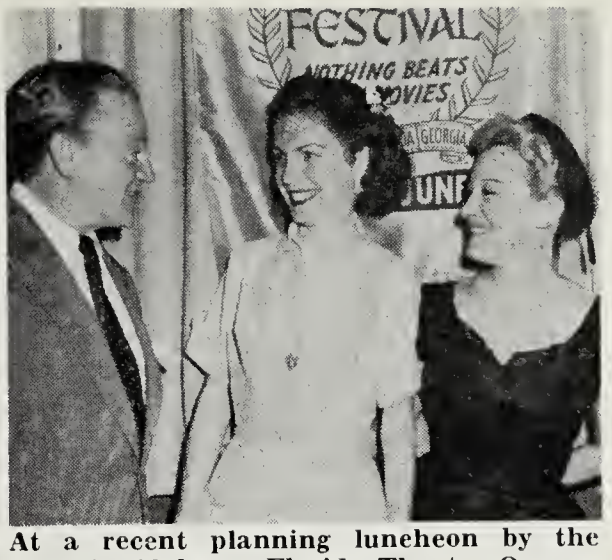
President William Richardson, with Jimmy Bello, was back in the office of Capital from Florida. . . . Jimmy Campbell and Ben Jordan were in for a sales meeting with branch manager Jimmie Hobbs, AA.

Mrs. Mills Lane, Jr., Woman of the Year, founder and chairman of the board, Varicty Club Cerebral Palsy School-Clinic, was guest speaker at the April luncheon-meeting of the local WOMPI at the Variety Club. The Atlanta WOMPI's are making big plans to lend a helping hand on the Old Newsboy Day drive for the school, May 13, sponsored each year by the Variety Club and The Atlanta Journal and Constitution. . . . Another local WOMPI has been signally honored. Mrs. Frankie English was elected one of the two national regional directors, in addition to having been named the Atlanta WOMPI of the Year for outstanding service and interest in all the club's activities. Mrs. English has been associated with thc film industry for 33 years.

Atlanta WOMPI welcomes two new members, Miss Patsy Prince, Rialto, and Mrs. Jo Ann Blake, United Artists. . . . After Mrs. Laura Kenny's return from Jacksonville, where she installed the Jacksonville WOMPI officers and presentcd their charter, she was interviewed, with Mrs. Nell Middleton on WAGA-TV.

Popcorn bags, boxes, salt, seasoning, and a few rag dolls were destroyed by fire in the National Theatre Supply warehouse. The loss was about $3,000. . . . The Birmingham, Ala., Post-Herald awarded a $250 first prize to a high school teacher in its Oscar-guessing contest. Judges were officials of the theatres which co-sponsored the contest.

James Frew, U-I district manager, was at his office after visiting in Jacksonville. . . . K. F. Jackson, 20th-Fox, Jacksonville, was back after a spell in the hospital there. . . . Boyd D. Patterson, self styled marine judo expert, was fined $25 in city court in St. Petersburg, Fla., for assaulting Russell Wells ,manager, Roxy, there.



At a recent planning luneheon by the Georgia-Alabama-Florida Theatre Owners for the Movie Festival to be held May 15-June 15, Mrs. Betty Rary, president, Atlanta elub, Women of the Motion Picture Industry, is seen with James Cagney, whose latest film is Paramount's "Run For Cover," and Sally Rand, who was appearing at Joe Cotton's Steak Raneh.

President William "Snake" Richardson, Capital and Astor, was back from a trip to Tennessee. . . . Branch manager Leonard Berch, United World Films, was back from North Carolina. . . . Branch manager Jimmie Hobbs, Allied Artists Southern Exchanges, was back after visiting in Columbus, Ga.

Charlotte

W. Frank Harris, Harris Theatre Sales, Inc., has started his campaigning as City Councilman. The ticket he is running on is "economy in government." All thc candidates were called before a board to state their views. . . . David Williams, salesman and manager, IFE office, has been in. Much of the new Italian-made product is suitable for showing in regular as well as art and Italian spots, he said.

H. Keeter, branch manager, United Artists, here, has just returned from a 10-day trip spent in Chicago, where hc attended the United Artists convention. . . . The audience in a theatre in Southern Pines, N. C., sat on through the picture unaware that three companies of firefighters battled a blaze in the Jellison Press building next door. No injuries were reported, according to radio station WEEB, which said it was believed the blaze began from an internal explosion in thc printing plant.

The Center, here, now presents a one-hour daily show called "Children's Corner," presided over by a dark-haired pert young girl named Josie Carey who talks to a bunch of puppets. . . . Charles Hunsuck, salesman for United Artists, has returned after visiting exhibitors in the area.

The White Horse Drive-In, Greenville, S. C., has been remodeled with Cinema-Scope and S. J. Workman was around the distributing places booking pictures for the future. . . . Byron Adams, branch manager, United Artists, Atlanta, is the proud father of a new baby boy. Adams is well known throughout the Carolinas and his many friends will be pleased to hear the good news.

Jacksonville

Mike Simons, MGM publicist from New York, headed the large contingent of exhibitors and other theatrical people from circuit offices located here, who left for Orlando, Fla., to attend the one-day MGM Workshop. In the absence of Emory Austin, who was unable to be present, the main talks at the workshop were to bc given by Simons and Judson Moses, MGM publicist from Atlanta. More than 200 exhibitors were expected at the gathering, said Jack Wiener, MGM exploitation man.

W. L. Hall, Armour and Company, was heading an advertising campaign in this area to enlist public participation in a $100,000 contest to find a new name for Taina Elg, MGM starlet in "The Prodigal." Hall was conducting a drive in cooperation with supermarkets, exhibitors and MGM. . . . H. M. Addison, Jr., Warners publicity man, was visiting in Miami, Fla. . . . Leonard Allen, Paramount staffer, was here to exploit Florida bookings of "Mambo." . . . J. D. Woodard, Warners exploiteer, called on Sheldon Mandell, manager, St. Johns Theatre, after a busy week in Miami, Fla.

Harvey Garland, supervisor of Florida State Theatres bookers, became the father of his fourth child on June 15, a girl named Cathie Lee. . . . Back at the FST home office after a Miami field trip was Mark DuPree, maintenance and purchasing executive. . . . Tom Sampson, FST film rentals, vacationed in April. . . . Phil Longdon, 20th-Fox salesman, stopped in at the branch office for a few days. . . . Bob Long, Buena Vista auditor, came in briefly. . . . Two Wil-Kin Theatre Supply men were in for a day, Walt Woodward, salesman from Miami, and E. H. Geissler, Atlanta.

Returning from Atlanta, where they attended a regional 20th-Fox sales gathering of branch managers and bookers, were T. P. Tidwell, local branch manager, and Marvin Skinner. . . . In after a short visit to Tampa was Paul Hargette, Columbia branch manager.

New Orleans

Johnnie Harrell, Martin Theatres, returned to his home base in Atlanta after a three-day booking trip here. . . . R. L. Bostick, NTS southern district chief, was here from Memphis with the company's top salesmen under his supervision for a four-day trip in the deep South. The prize winning troupe, accompanied by their wives, were W. C. Earle, Jr., and Harry Hoff, St. Louis; C. E. Sumner, Memphis; A. R. Coskrey, Charlotte; J. G. Thigpen and R. M. Goldsmith, Atlanta. Tom Neely, Sr., local manager, and his staff assisted Bostick in round the clock fun, which included dinners at Antoine's and Brennans, a river excursion on the steamer President, a Gulf Coast trip, night-clubbing in the city's famous French quarter, and sight-seeing tours in and around the city.

Louis Oubre, out of the Army, took over the assistant booker's post at 20th-Fox. He was with Warners before Uncle Sam beckoned. . . . Alex Maillho, UA manager, was in McComb, Miss., on business. . . . Otis Hunter, city manager, M. A. Connett's Forest, Miss., theatres reported

that they have reopened the Ritz Drive-In and simultaneously closed the indoor Palace until further notice. They are operating the indoor Town on regular schedule.

Earl Baker shuttered the Princess, Tullos, La. . . . F. J. Ziegler, manager, Dixie Film Exchange, has taken over operation of the suburban Roxy. . . . Don Kay, interested in Rebel Productions, was at hand to see the capacity crowds which their movie, "Naughty New Orleans," attracted to the Mounds Drive-In, St. Louis. . . . UA salesman Claude Bourgeois and Lorraine La Cone started on a marriage highway. The nuptial was celebrated in St. John's Catholic Church, Arabi, La. . . . Manager William Briant and booker Joe Silvers, 20th-Fox, attended the company's regional sales conference in Atlanta.

Milton Dureau, president, Masterpiece Pictures, upon his return from Memphis, where he visited the National Releasing Associations, a company of independent southern film exchanges, announced that he made arrangements for the distribution of "Smash Up," starring Susan Hayward, for the New Orleans territory. . . . Bob Elzey, son of Mr. and Mrs. John Elzey, King, New Roads, La., who not so long ago donned civilian clothes after a hitch in the navy, is the new counter salesman at Southeastern Theater Equipment.

Ed Stevens, president, Stevens Pictures, returned to headquarters in Atlanta after several days visit at the local exchange. . . . District managers seen around were R. L. Bostick, Memphis, visiting with manager Tom Neely and personnel at NTS, and W. O. Williamson, Jr., Atlanta, calling on manager Lucas Conner and staff, Warners.

Cecil Howard has taken over the buying and booking for the Apex, Lumberton, Miss., owned by L. J. Brun. . . . Mr. and Mrs. William Sendy, proprietors, Patio, returned after several weeks in the West Indies. . . . Joseph Barcelona shuttered the Tivoli, Baton Rouge, La. . . . Theatres Service Company, buyer and booker, H. Solomon Theatres, advised Transway of the closing of the Star, Tylertown, Miss., and the reopening of the Avenue in that town.

B. G. Tisdale, manager, F. T. McLendon's Hub Drive-In, Foley, Ala., advised of its reopening for the new season. . . . The Lobe, Long Beach, Miss., after a couple weeks of operation under R. A. Vrazel's management, is again a dark house. . . . Mr. and Mrs. Lawrence Woolner, Woolner Brothers Theatres and Rebel Productions, are in Boston on a combined business and pleasure trip.

William Sendy and his associate, S. J. Gulino, reopened the Kenner, Kenner, La., which had been temporarily closed, as an all negro patronage theatre. . . . Local newspapers, Times Picayune, States, and The Item for the past three Sundays heralded the world premiere of "Kentucky Rifle," which was held at the Panorama, with columns and columns of free reading and picture coverage including The Item's story on young Clyde Houck, son of co-producer Joy and Mrs. Houck, Shreveport and New Orleans, who made his debut in movies; Les Bennet's long distance interview with Chill Wills, a co-starer in the movie; a lavish review by The Item's Hollywood press representative; and Times Picayune story of the life of Joy N. Houck, his start, his rise in the industry from tent show to theatre owner-producer. The premiere was one of the city's biggest with thousands of invited guests including city and state officials, radio, press, and television representatives, theatre owners, theatre circuit executives, exchange personnel, and actors Chill Wills, Lance Fuller, and Cathy Downs. "Kentucky Rifle" is a Howco production, a partnership owned by Houck and J. Francis White, Jr., Charlotte.

Manley's manager George Y. Harrell checked in after a business call in Baton Rouge, La. . . . Amos Lae is now assistant to manager Ernest MacKenna, Joy. . . . New Orleans' newest film producing company was organized here recently as Film Production Associates, Inc., with Eric Sayers, president; Lewis Clements, vice-president; and Joel Bluestone, secretary-treasurer. They will produce both 35mm and 16mm pictures.

Arkansas

Little Rock

Harry Ray, 65, projectionist, Temple, Fort Smith, Ark., died at a Fort Smith hospital. He had lived at Fort Smith for 50 years. Survivors include his wife and a brother.

Florida

Miami

New citizen is Carole Kalphat, Wometco advertising clerk, formerly of Jamaica, B.W.I. . . . Herb Rubinstein, manager, Town, was on vacation. . . . Among those in attendance at the MGM Ticket-Selling Workshop in Orlando, Fla., were Dick Treccase, manager, Sunset, South Miami, Fla.; Flynn Stubblefield, manager, Tower; Walton Oakerson, manager, Essex, Hialeah, Fla.; Burton Clark, manager, Boulevard Drive-In, North Miami Beach, Fla.; Bill Goller, manager, Surf, Miami Beach, Fla.; Keith Hendee, manager, Gateway, Ft. Lauderdale, Fla.; and Van Myers, Mark Chartrand, and Harvey Fleischman, Wometco Circuit executives.

A baker's dozen of donors to Variety Children's Hospital have poured another $1,500 into the Committee of 1,000 coffers, according to Fund Drive Chairman Leo Adeeb. . . . For the opening of the Bard, formerly the Little River, local merchants in the neighborhood placed ads in the herald which was distributed. . . . Sigrid Johnsen, secretary to Al Weiss, Florida State Theatres' executive, announced her engagement to Al Millar, University of Florida law student. The wedding will take place in September.

On "The Glass Slipper," at the Sheridan, Miami Beach, Fla., Florida State's publicist Al Glick had a comprehensive campaign to find a "Cinderella." Herb Rau, Miami Daily News amusement page columnist, used practically his entire column for the contest and a picture. Other publicity breaks occurred in The Miami Beach Sun and "This Week" and "Movie Vues" magazines, both Miami Beach publications. "Prince Charming" conducted his search for the young lady with the right shoe size in most of the ocean front hotels, including the fabulous Saxony, Fountainebleau, and Roney Plaza. The "search" was also made around the high schools. Finals were held at the Sheridan with comedian Gene Baylos, manager Tom Capuzzi, and Sy Bloom, Mary Jane Shoes, as judges. All ads in the Cinderella search gave the picture and playdate and theatre credit. Glick's campaign proved its worthiness at the box-office.

Georgia

Savannah

"The Garden Of Eden," nudist colony film, was branded "obscene" by a group of local ministers and county authorities who banned its scheduled showing at the Patio Drive-In. John Johnson, manager, said he did not consider the picture obscene, but he acceded to the protesting groups after holding a private screening for them.

North Carolina

Shelby

Bill Butler, manager, State, recently had three full pages of co-op ads in the local papers on the subject of "there's more fun at the movies." The copy included statements by Governor Hodges and the Mayor and Chief of Police of Shelby. The promotion also got some free coverage. Butler is the man who had the two-headed dollar bill.

Tennessee

Chattanooga

Local 259, IATSE and MPO of the U. S. and Canada, has answered in a demurrer charges against its procedures filed recently in chancery court by three members of the union. The complainants are W. L. Bryan, Carlyle W. Patterson, and J. Paul Smith. The demurrer said the plaintiffs have not exhausted all the normal out-of-court union remedies in their case, and as members of the IATSE consented to be disciplined by its constitution and by-laws. The plaintiffs alleged the local and its officers had discriminated against them in assigning operators to motion picture theatres in the Chattanooga area and that the union has violated Tennessee's open-shop law in failing to enter into written contracts with the operators' employers. The demurrer cited a section of the IATSE constitution which states each local is granted the right of home rule "to exercise full and complete control over its own affairs" as long as no local's regulations conflict with the constitution and union by-laws. In reply to the allegation that Local 259 would not admit the plaintiffs to membership, the demurrer said the IATSE's rules give a local the right to say who shall become members. The charge that the local has violated the open-shop law was disputed. Only an employer is affected by the statute, the demurrer stated. There is no restriction on a labor union, it added. The demurrer said the complainants are not proper parties to seek an accounting of the local's funds since they are not members. Bryan, Patterson, and Smith charged they are members of the IATSE but never have been permitted to vote in affairs of Local 259. They said they went to the courts after trying unsuccessfully with both the local and international to join Local 259 and get the privileges of its voting members.

NEWS OF THE Territory

BRANCHES

Cincinnati

Chakeres Circuit, Springfield, O., is staging a car-give-away promotion at the Gloria, Urbana, O., and the Xenia, Xenia, O., both scheduled to end in June. . . . Frank Collins, Chakeres general manager, has returned with his family from a month's vacation at Miami Beach, Fla. . . . George Keating, assistant manager, Majestic, Springfield, O., has been appointed manager, State, London, O. . . . Shirley Gaines, accounting department, Chakeres Circuit, has resigned and will become a June bride.

Away on business were Robert McNab, 20th-Fox branch manager, to Gloversville, N. Y.; Murray Baker, IFE representative, to Cleveland; and P. K. Wessel, treasurer, States Film Service, to New York City. . . . Easter vacationers were Ross Spencer, Columbia office manager, and his family, at Harrington Lake, Ky., and Ada Doan, Columbia receptionist, and Elsie Frith, Columbia biller, with relatives at Hazard, Ky. . . . Marie Donelson, Screen Classics, visited relatives in Nashville, Tenn.

With the Shubert likely to be revamped for live stage shows, Taft Auditorium may be leased as a production center for a major television network or converted into a parking garage. . . . Amateur photographers had a field day when three starlets appearing in Columbia's "Three For The Show" paraded in the lobby of the downtown Palace. . . . All seats in the Albee are reserved at $3 for the Marciano-Cockrell heavyweight battle May 16. . . . Movie performer Forrest Tucker was in for a hospital benefit performance. . . . Realart is distributing the cartoon serial, "Felix The Cat," in this area.

Ben Bein, manager, film service department, National Screen Service, was recuperating nicely at Jewish Hospital from a heart ailment. . . . Walter Boxer, UA New York office, is a student at the local office. . . . Beth Haycock, Columbia cashier's department, was married. . . . Ethel Stenger, 20th-Fox clerk, is flashing a sparkler on her engagement finger. . . . Ruby Fleming, Paramount ledger clerk, has resigned. . . . Sympathy was extended to Gus Boudot, UA office manager, on the death of his mother.

George Murphy, MGM star, will be guest of honor at a luncheon to be given by the Ladies' Auxiliary of the Variety Club on May 13. Mrs. Herman Runt, president, invites all VC members to attend. Other officers active in making arrangements for the affair are Mrs. Arthur Van Gelder, Mrs. Robert Jacobs, Mrs. James Abrose, Mrs. Abe Abrose, and Mrs. Abe Marcus.

Cleveland

Max Mink, RKO Palace manager, announces his house will show the Marciano-Cockell fight May 16 on closed TV. . . . When Jimmy Cagney was in Detroit recently to promote his new picture "Run For Cover," he consented to act as one of the judges to select the King and Queen for the University of Detroit annual carnival. Scheduling a 15 minute appearance in the University's Field House, he stayed two and a half hours receiving accolades from the 3,000 assembled students and crowned the winners, Lois Germaine as queen and Jerry Dietz as king. He also appeared briefly at the Motion Picture Council convention.

With top company brass present, the 20th-Fox Central Clean Sweep Drive honoring Roger Ferri was formally launched at a district meeting here. Home office executives present were William C. Gehring, assistant general sales manager, Glenn Norris, Jack Bloom, and Roger Ferri. All of the branch and sales managers in Tom McCleaster's district attended. They were Indianapolis, R. L. Conn, named drive captain, and Bob Myer, office manager; Cincinnati, Bob McNabb, branch manager; Bennett Goldstein, sales manager; Tony Knollman, office manager; Pittsburgh, Joe Rosen, branch manager; C. C. Kellenberg, sales manager; Al Champagne, head booker; Detroit, Joe Lee, branch manager; Cleveland, I. J. Schmertz, branch manager; Ray Schmertz, sales manager; salesmen Sam Lichter and Manny Glick; Frank Hunt, office manager; Joe Davidson, booker; and Sol Gordon, publicity. The six week drive will see the release of top 20th-Fox product including "A Man Called Peter," "That Lady," "Daddy Longlegs," "Soldier of Fortune," as well as current product.

Jack Share, United Artist salesman, critically ill in the Cleveland Clinic Hospital the beginning of the week, came through surgery with flying colors and is now reportedly on the convalescent list. . . . Nat Barach, National Screen Service branch manager, is pushing the sale to exhibitors of a new metal frame with double display place for 82 x 24 sheets. Frame, equipped with suction cups, can be used atop an automobile for a traveling display or hung under the marquee.

Charles Knoll, Rockford, Rockford, O., has another mouth to feed. A second daughter was born this week to Mrs. Knoll. . . . Jack Bruckner, former Columbia salesman, has formed his own booking agency. Called the Theatre Management Company, he reports he is currently serving the Charve, Edgerton, O., and three drive-ins, namely the Van Del, Delphos; the Elm Road, Warren; and the Lincoln, Van Wert.

Jack Shulman, independent circuit owner, and Mrs. Shulman are back from a month's vacation on the west coast. Other returned vacationists include P. E. Essick and Mrs. Essick, Modern Theatres, from Florida, and Joe Robins, Warren and Lima theatre owner, also from Florida. . . . The mother of Malva Rosenblatt, Allied Artists secretary, died.

Clevelanders who attended the Dave Miller testimonial dinner in Buffalo included exhibitors M. B. Horwitz and Merle Cowan, Cleveland; Jack Armstrong, Toledo; Leo Jones, Upper Sandusky; 20th-Fox branch manager I. J. Schmertz; and, from the local U-I office, Peter Rosian, district manager; Carl Reardon, branch manager; Jim Levitt, sales; and Duke Hickey, publicity.

Lights, Camera, Questions, the weekly half hour TV program sponsored by the downtown first-run theatres, closed its third season. It was announced that it will be resumed in the fall for a fourth season.

Jack Sogg, MGM branch manager who missed the MGM Workshop in Columbus because of illness, caught it in Buffalo. . . . Herb Ochs, who operates a chain of drive-ins in Canada and the States, will return from Florida the beginning of May with his wife and household paraphernalia set to ramain north all summer. . . . Mark Goldman, IFE district manager, returned to his desk this week, almost as good as new after an illness of several weeks. . . . RKO Palace manager Max Mink is preparing for a record crowd turnout when three starlets, Evelyn Bunn, Laura Brock, and June Edwards will be in the lobby to greet the customers and to tell them about the coming Columbia picture, "Three For The Show." . . . Neighborhood conventional theatre business is reportedly way down, but drive-ins have enjoyed big business over three perfect weekends.

Detroit

The Cameo Theatre Corporation, newly formed group which includes David Newman and Saul Korman, will operate the Cameo, formerly a part of the Saul Korman string. Extensive decoration is in process. . . . The Cranbrook School concert of the Dartmouth Glee club is being exploited by William Green in a Music Hall tie-in. The club's appearance in "Cinerama Holiday" is the basis for the combine. . . . Ned Oglesby, a seat king, was in Cleveland on business.

Dissolution of the 60-house Mutual Theatres of Michigan will find key personnel going into other booking services, with the largest number going to Co-operative Theatres. Mutual's general manager Alden Smith will become assistant to James Sharkey, film buyer. Smith, who owns the Oak Drive-In, Royal Oak, Mich., will be at home as Co-op takes over two theatres and 18 drive-ins. . . . The recent big wind knocked down a 30 by 20 foot brick wall of the Gladmer, Lansing, Mich., 45 minutes after closing. Considerable damage was done to stage and screen. . . . Alice Gorham, who has been in New York attending COMPO meetings, is back at United Detroit Theatres.

Frank Boomer is resigning as manager, U. S. 23 Drive-In, Flint, Mich., to go into the construction business. Owner Lou Warrington will personally handle

affairs. . . . A new organization called the Motion Picture Academy will be headed by organizer Jack Hagopian. . . . Sterling Theatres has crossed off the Rosedale. . . . Milo DeHaven, former Grand manager, was injured in Toledo, O., when his parked car was hit. . . . Thirty per cent of the films shown in Detroit were foreign, with Mexican footage totaling 844,600 feet. Italian was a poor second with 171,000 feet, followed by German, Arabian, French, Egyptian, African, and Swedish.

Pittsburgh

Film Row was shocked with the passing away of Bob Lynch, veteran film salesman, who had left the industry after being 30 years with Warners. Recently, he was associated with the state tax department working out of their Butler, Pa., office. His wife and a daughter survive. . . . Guy Collella has left the Vogue, New Castle, Pa., leaving Joe Palmeri as the sole operator.

Speer Marousis, who has been operating theatres in New Castle, Pa., for the past 36 years, is closing his Regent in this town and retiring from business. This theatre will be entirely dismantled. . . . Jack Day, Fabian city manager, Altoona, Pa., has prepared special events for their Spring Jubilee featuring a dance revue, a teenage record hop, old time movie night, and a bathing beauty contest. . . . Columbia will feature a saturation booking of "Cell 2455, Death Row" on May 11 with more than 100 theatres participating in the Pittsburgh area.

Clifford I. Taylor and Max Arnold, partners in the Maple Drive-In, recently were in New York to give depositions on their law suit against the major film companies on several grievances. . . . Alvin Seiler will install CinemaScope at the Ligonier, Ligonier, Pa., shortly.

Warren Bentley Dana, son of Mr. and Mrs. Pete Dana, he being the eastern division manager, U-I, was married to Eleanor Schano in St. Margaret's Church, Green Tree, Pa. . . . Carl Dortic, former RKO office manager, Albany, who recently served a hitch in the Air Force, has joined National Screen Service as their Erie and Mainline representative. He is the son of veteran film salesman Charlie Dortic, who covers West Virginia for Columbia.

Jack Klein, partner, Maple Drive-In recently died. He is survived by his wife, his mother, two sons, three brothers, and a sister. . . . Glen Easter, Mount Morris, Pa., exhibitor, has closed his theatre and will go to the Mayo clinic for a checkup. . . . Roxy Serrao, Ford City, Pa., indoor and outdoor exhibitor, is now doing his own operating in his drive-in.

Top winner of The Pittsburgh Press Oscar contest was Mrs. Betty Graham, Warren, Pa. She won a trip to Hollywood. . . . Bill Fairgraves, son of Frank Fairgraves, Regent, Erie, Pa., who is playing first trumpet in the U. S. Military Band in Japan, was chosen to play in a motion picture starring Aldo Ray. He appears in several scenes. . . . Aris, Erie, Pa., closed as did State, Bellwood, Pa.

Bill Zeny has arranged a series of morning shows at his Lake, Erie, Pa., tieing up a well known local TV personality, Cowboy Joe Ray, who appears on his stage. Recently, in order to boost attendance he played two Polish features on his midweek time.

Kentucky

Louisville

Mr. and Mrs. D. Irving Long are the proud parents of a new daughter, Lucy Lyons Long, born at Norton Memorial Infirmary. Long is president, Fourth Avenue Amusement Company, operating approximately 20 indoor and outdoor theatres in Kentucky and Indiana. . . . Bob Lavell, formerly with the Dominion Sound Equipment Company in Canada, has been employed by the Falls City Theatre Equipment Company as sales representative for their Indiana territory.

Leo Poppe, formerly with the U. S. Post Office has been added to the office personnel of the Falls City Theatre Equipment Company. Poppe replaces Milton Pennel, who resigned to accept a position as auditor with the Great Western Supply Company.

Ohio

Columbus

Linden Air Drive-In has opened for the season with a newly-installed 110-foot CinemaScope screen, one of the largest outdoor screen installations in Ohio. . . . "The Story of Dean Hess," factual account of a Marietta, O., minister who became one of America's great war heroes, has been purchased by Universal-International and will be produced by Ross Hunter. Hess, a graduate of Ohio State University, was a chaplain during World War II but switched to the Air Corps where he became a fighter pilot.

Grace Kelly, Academy Award winner for "The Country Girl," is scheduled to come to Columbus next fall to attend a rally of the central Ohio chapter, Multiple Sclerosis Society. . . . C. Harry Schreiber, former RKO city manager, was a local visitor last week. He is now living in Chestertown, Md., where he is operating his parents' wholesale candy and tobacco business.

Ohio Senate commerce and labor committee adopted by vote of 4-2 an amendment to Senate Bill 208 which will permit minors over 16 to work in theatres as ushers and cashiers until 10:30 p. m. Present legal limit is 9 p. m. for boys under 18 and girls under 21. The rule is 6 p. m. for boys under 16 and girls under 18 but has been amended from session to session. Further hearings on the bill are scheduled but it is expected to be approved by the Legislature. The bill would enact permanently into law the temporary relief granted every two years on the ristrictions on minors and females. Ohio House Bill 270 which would have permitted private insurance companies to write workmen's compensation insurance was indefinitely postponed by a house committee. Robert Wile, secretary, Independent Theatre Owners of Ohio, spoke before the committee in opposition to the bill. Wile said it would have pyramided costs to theatres.

Ironton

Nineteen-year-old Harold Lewis, Ironton, O., may think twice before he drives a car at 35 miles per hour inside a drive-in theatre. Lewis pleded guilty to a charge of reckless driving after manager George Pendleton of the Starlite Drive-In caught the youth. Pendleton pointed out that the speed limit in he drive-in area is 10 miles per hour. Magisrate Willard Norris fined Lewis $25 and $4 costs but suspended the fine. He sternly lectured the youth and said that in a repeat performance the fine would be tacked onto any other he might receive.

Mt. Vernon

George Cameron, manager, Schine's Vernon, has already tied in with the local Ground Observer Corps, and local merchants on a Memorial Day event. This is but another example of how theatres can tie in with almost any civic event, thus keeping themselves in the forefront of the populace. A front page news story in the Mount Vernon news in heralding the forthcoming event stated, "The Ground Observer Corps has announced it will seek a GOC queen and two attendants to ride on its float in the Memorial Day parade this year. The contest will be open to married or unmarried women, aged 21 to 29, living in Mount Vernon and vicinity. Entrants need not be members of the GOC, but if the final winner is not now a member she must become an active member. The queen will receive a $25 savings bond and the two attendants will receive gift certificates from Ringwalt's and Rudin's. The winner will be chosen by applause meter at the Veron Theatre. GOC states entries must be in by May 15 and blanks may be obtained at Rudin's, Ringwalt's, or the Vernon Theatre."

Marion

This city of 35,000 population may soon be without movie entertainment in indoor theatres. The Palace and Marion, operated by Northio Theatres Corporation, closed in protest against City Council's refusal to repeal the city's three per cent admission tax. The State and Ohio, the other two Marion houses, may be closed soon. Following arguments presented at the meeting of the Council by theatremen, the repeal proposal was referred to the city's finance and utilities committees. City Council will hear the committees' reports on May 9. Appearing before the Council were Robert Coyne, representing COMPO; Robert Wile, secretary, Independent Theatre Owners of Ohio; Harold Brown, general manager, Northio; and Gilbert Green, Northio district manager; Lee Kramer, manager, Ohio; James Rairdon, manager, Palace and Marion; and Charles Settos, owner, State.

NEWS OF THE Territory

Chicago

An overflow of more than 650 Guardians of Israel, each of whom had purchased a $1,000 bond, attended the testimonal dinner for Jack Kirsch at the Covenant Club. He was presented a copper plaque handwrought in Israel of copper from the King Solomon mines in recognition of his efforts in behalf of Israel's economic defense. Jack Benny received an "Israel Oscar" showing the map of Israel, also from King Solomon mines copper. Kirsch expressed his appreciation of the honor and pledged a continuing effort to sell bonds to support the young nation. Judge Henry L. Burman, chairman of the board of governors, Israel Bond Organization, announced that April 19-May 19 has been declared Israel's Seventh Anniversary Month in Greater Chicago and that Mayor elect Richard J. Daley will sign a proclamation putting it into effect soon after his inauguration. Morris R. DeWoskin, chairman of the Israel Bond campaign, declared that the Greater Chicago Jewish community had purchased in excess of $525,000 in Israel Development Bonds during the first three and a half months of 1955. The overflow audience also heard a stirring speech on the economic needs of Israel by Max Lipkin, chairman of the speakers bureau, Los Angeles Isreal Bond Committee. Tony Martin sang several selections. Jack Benny accepted his token with the bon mots for which he is famous. Also seated on the dais were Simcha Pratt, midwest consul for the State of Israel and Charles F. Carpentier, Illinois Secretary of State. The entire show had dual master of ceremonies in the persons of Paul Barnes and Irv Kupcinet. The invocation was performed by Rabbi Leonard J. Mervis, Washington Boulevard Temple, and Cantor Wilhelm Silber sang.

Reservations for exhibit space at the overall trade show at Allied States association's annual convention to be held Nov. 5-9 at Hotel Morrison are already being made. Of the 240 booth spaces, 136 will be on the first floor. Concession exhibits in 108 spaces will be located on the third floor. Special elevator service will be maintained. Jack Kirsch, general chairman, Allied convention, has received participation contracts from Fred C. Mathews, president, Theatre Equipment and Supply Manufacturers Association; Ray G. Colvin, executive director, Theatre Equipment Dealers Association; and Bert Nathan, president, International Popcorn Association.

Dr. Andrew J. Frank, who occupies a high position at the Watertown, Mass., arsenal, visited, with his wife and two sons, his father, who is Astor manager and veteran theatreman. Dr. Frank's home is in Belmont, Mass. . . . Abba Eban, Israel's ambassador to the U. S., was greeted by several theatremen as he spoke at the inaugural dinner of the Combined Jewish Appeal. He described the crisis in Israel caused by forced immigration from North African countries.

Seymour F. Simon, prominent theatre attorney, was recently chosen by voters in the 40th Ward in Chicago to be their Alderman. He is expected to have a strong voice in City Council on matters affecting theatre owners.

Sylvan Goldfinger, managing director, Loop and Carnegie, won plaudits and the $50 prize at the Variety Club gin rummy tournament. . . . Frank Bloomer, Belleville, Ill., theatreman, vacationed in Florida. . . . Al Holec, Esquire manager, sojourned with his family in Arizona. Dean Renly, assistant, carried on during his absence.

Jimmy Frisina, Taylorville, Ill., Frisina Circuit buyer and amateur golf champion, took a fling at his favorite sport in Florida. . . . Reverend John M. Corridan, the real life "waterfront priest" portrayed in "On the Waterfront," who came to make an address, said horrible conditions among New York's longshoremen were not exaggerated in the picture.

Albert Dezel, Inc., secured distribution of "Holiday for Henrietta" in the midwest area. . . . Eli Arken, Stanley Warner property manager in Memphis, visited old friends after a five-year absence. . . . Bill Griffin, Rogers Theatres booker-buyer, received a health okeh after attention at a Cairo, Ill., hospital.

Elephant rides at the Sunset Drive-In and motorcycle rides at the Starlight are planned for this summer. A Sunset patron got so peeved waiting in line he asked permission to come in on his helicopter. . . . Fred Cline leased the Harrisburg Drive-In, Pankeyville, Ill., from Fred Wilmoth and J. D. and H. H. Barter. . . . Marlow Amusement Company closed the Annex, Herrin, Ill.

Ralph E. Graham reported the Bijou, Clayton, Ill., as temporarily shuttered. . . . Dick Norton, president, Norton Amusement Company, renewed his lease for the Beacon Drive-In, Portland, Ind.

Tickets are going fast in the Variety Club charity drive ending May 21. . . . The Widescreen Drive-In, Urbana, Ill., reopened recently for its sixth season, with Marshall Pinckard as manager. Owner Frank Steward admitted free patrons for every "six" in license plates. . . . The Granada was the scene of a successful benefit for the Multiple Sclerosis Foundation. Eleanor Kerns, an MS victim, blind and paralyzed, was publicist. She reported there are 30,000 MS sufferers here.

The Bel-Air and Hill Top Drive-Ins, Joliet, Ill., installed wide-screens. . . . Warren F. Kennett, 69, for many years an organist in Loop theatres, died. . . . Aaron Gardner, who came from Woodland, Cal., was named La Porte manager, La Porte, Ind.

Sam Schoenberg, 84, retired painting contractor who had embellished many theatres, died. Survivors are his widow, a son, five daughters, 10 grandchildren and six great-grandchildren. . . . Robert Z. Greene was elected chairman, Automatic Canteen Company.

Theatres arranged schedules to conform with the daylight saving law. Offices and establishments are concurring. Transcontinental railroads will maintain standard time. . . . Ed Moore, Police Film Censor Board, is preparing to spend weekends at his summer cottage in Pentwater, Mich.

Mark Metzner rose rapidly in his five months with B and K to become manager, Howard. . . . The Clark is conducting its annual Spring Film Festival under the direction of manager Bruce Trinz, with presentation of two outstanding films daily for 15 days. . . . Frank Schmidt, Newberry assistant manager, took two weeks at Hot Springs, Ark., after the death of his mother.

Lowell Thomas, Cinerama, aired here some of his nightly news from CBS. . . . Five theatres will give fight fans an opportunity to see the Marciano-Cockell championship bout, May 16, on closed-circuit telecast. The Loop is getting $5.50 for reserved seats. Admission at Essaness' Crown will be $4.80, and at B and K's Marbro, Tivoli, and Uptown, $3.60.

The suit of Laura Blackburn Shaw, widow of Jack Blackburn, against United Artists and a group of local exhibitors, including the H and E Balaban chain and Warners Theatres, Inc., has been settled out of court. Mrs. Shaw receives $20,000 and a percentage of the prospective television gross of the movie. The suit arose out of the production and exhibition of "The Joe Louis Story," in which Blackburn is portrayed without consent of Mrs. Shaw. The settlement followed a precedent making decision by Judge John P. Barnes, United States District Court, Northern District of Illinois, who sustained the legal position advanced by Harold R. Gordon, Mrs. Shaw's attorney, that Blackburn's name and picture were rights which accrued to his estate and which could not be appropriated by anyone else for their own profit. This is the first time that a plaintiff in this type of case has sued for an appropriation of property rights, rather than invasion of privacy.

Dallas

Raymond G. Willie, Jr., manager, Rialto, has resigned to become plant manager in charge of all but the racing meet at the Del Mar Race Track, between La Jolla and San Diego, Cal. This track was built by Bing Crosby and associates and is now owned by C. W. Murchison, Dallas. James Llewellyn, assistant manager, Rialto and Capitol, succeeds Willie as manager, and Robert Shane, another staff member, is now assistant manager. . . . Greer Garson, Dana Andrews, Gonzales Gonzales, and Mervyn LeRoy were in town for personal appearances and interviews in conjunction with the opening of "Strange Lady in

Warners' "Strange Lady In Town" reeently had a state-wide Texas premiere with the stars and direetor of the film partieipating in gala programs in eaeh eity. Seen above, in the usual top to bottom, left to right, order are Mervyn LeRoy, Marilyn Steele, ehairman, University of Texas Charm Committee and offieial premiere hostess; Greer Garson and Dana Andrews at the Austin airport; produeer-direetor LeRoy addressing a goup of drama students at the University of Texas in Austin; Andrews, Bill MeCraw, U. S. Distriet Judge and former Attorney General of Texas; Miss Garson; Charles E. Green, founder and president, Headliners Club and editor, Austin Ameriean-Statesman; and LeRoy at the formal opening of the Headliners Club in Austin; Miss Garson being presented with a framed print of the Texas Deelaration of Independenee after addressing both houses of the State Legislature at Austin, as Bob O'Donnell, viee-president and general manager, Interstate Theatres, looks on, and Senator Johnnie B. Rogers tenders the momento; Andrews, LeRoy, and Miss Garson arriving at the Paramount, Austin, for one of the world premieres; Mrs. Amon Carter, Jr., and Miss Garson viewing an exhibit at the Fort Worth Star Telegram's Homes Show; David Andrews, right, a Fort Worth resident and brother of star Dana Andrews, with Miss Garson, at the Majestie, San Antonio, premiere, Jaek Chalman, publieist for Interstate; LeRoy; Miss Garson; Andrews; and Gonzalez Gonzalez, Warner featured player, who also made the trek; at Love Field, Dallas, James O. Cherry, Interstate Theatres; Buddy Fogelson; Andrews; O'Donnell; LeRoy; and some of the erowd attending the premiere at the Palaee, Dallas.

Town" at the Palace. . . . LeRoy Bickel, MGM's veteran manager, was married at Rockwall, Tex., to Maude Vandigriff, contract clerk for 30 years at MGM, and following the wedding, the couple spent a 10-day motor trip through Mississippi, Louisiana, and Alabama. . . . William O'Donnell, vice-president, and Torrence Hudgins, assistant vice-president, Trans-Texas Theatres, have announced that the Main, Paris, Tex., now has CinemaScope, Vista-Vision, Superscope, and 3-D. The new screen is 30 feet wide.

Zelma Swadley, Warner cashier, is enjoying her vacation at her new home in Grand Prairie, Tex. . . . Robert E. Helm, Warners office manager, is very pleased to be back at his desk following 10 days in Baylor Hospital. . . . Joan Boyd, formerly of supplementary contract desk, Warners, is now secretary to the office manager. . . . Cliff Durham, Palace, Marfa, Tex., is very excited these days. Liz Taylor has rented the house across the street during her stay in Marfa for the filming location of "Giant." Also, Rock Hudson, Jane Withers, Chill Wills, and James Dean will be around town. The Palace is operated by Frontier Theatres, Inc.

Denver

Dutch Horton, location director, MGM, spent several days at Montrose, Colo., picking locations for a picture to be made in that vicinity starring Spencer Tracy. Shooting will start about June 1 and will take about a month. . . . Glen Wittstruck has opened the Buckskin, a 300-car drive-in at Ignacio, Colo. . . . A. P. Archer and Joe Dekker are installing a large screen at the Lakeshore Drive-In. It is 120 feet across and said to be the largest screen west of Chicago.

C. C. Creamer, president, Mile High Corporation, building a 600-car drive-in at Deadwood, S. D., to be named the Mile High and to open about June 1, was in Denver two days for conferences with Jack Rose, buyer and booker. Creamer is a partner in the Minneapolis Theatre Supply Company, Minneapolis. The drive-in will boast the latest achievements in drive-in construction, and will enjoy the finest in projection and other equipment.

Tommy McMahon, Beuna Vista salesman, Salt Lake City, was here sitting in for Marvin Goldfarb, district supervisor, while Goldfarb is forced to stay at home because of chicken pox. . . . Taylor, Tanner, and Armstrong have opened their new 320-car drive-in at Cortez, Colo. They expect a big season.

John Denman, manager, Denver, and chief barker, Tent 37, and Duke Dunbar, Colorado attorney general, will be the delegates from here to the International Variety Clubs convention in Los Angeles. The Rocky Mountain Tent 37 has just given another $1,000 to its pet heart fund project, the speech clinic at the University of Denver.

A gunman took $126 from Ruth Landall, Lakewood cashier. . . . Dorrance Schmidt, who also operates the Trail, Bridgeport, Neb., has opened his new 250-car drive-in there. Robert Spahn is the buyer and booker. . . . Paul Rothman, associated with Lee Theatres, is acting as temporary manager, Lakewood, which was recently bought by Lee Theatres.

Rudolph Jorgenson, recently in the Air Force, has been made manager, North Drive-In. . . . Robert Smith, partner in theatres at Steamboat Springs and Oak Creek, Colo., has gone to Dalhart, Tex., to be city manager, J. C. Dalhart theatres. . . . Fay Boyd, manager, Golden, Golden, Colo., has been hospitalized for treatment of rheumatic fever.

Des Moines

Iowa theatres will have to pay an additional one-half per cent state sales tax as a result of a compromise reached by the Iowa Legislature. The additional tax would become effective July 1. The state tax commission will have to determine the tax bracket as a result of the increase.

Allied members attending the annual convention of Iowa, Nebraska and Mid-central at Des Moines on May 4, 5, and 6 are expected to discuss methods of getting all of the top pictures that are released. The members are also expected to discuss toll-TV and the matter of scarcity of prints Rube Shor, Abram F. Myers, and

Trueman Rembusch are expected to be on hand to represent National Allied.

Carlyle A. White, mayor, Rockford, Ia., has leased the Rock, Rockford. . . . Allen Meadows and George Trontvet reopened the Star, Ute, Iowa. . . . The Prescott, Prescott, Iowa, has been reopened under the management of Bradford Daggett. The house has been dark for some time. . . . Glen Nordyke has announced he is closing the theatre at Richland, Iowa. . . . Local businessmen at Dows, Iowa, joined together in a fund raising drive to contribute money to assure the continued operation of the Dows.

Los Angeles

Destroyed by fire more than three years ago, a completely rebuilt Santa Ana has begun operations as a deluxe unit in the Cabart Circuit. The new facilities in the 1,400-seat house include a modern lobby, plush mezzanines, smoking lounge, ultra-modern projection booth, and a 24 by 52-foot screen capable of handling standard and wide-screen features. An elaborate alarm system is designed to report instantly to the fire department in the event of a blaze, and the theatre is equipped with an instrument panel which will pinpoint the location of any fire within the building. The house is managed by George King. . . . The Favorite Film office has moved to larger and redecorated quarters on the Row. . . . Sam Gardner, MGM chief in San Francisco, dropped in for a few days of conferences with George Hickey, Pacific coast sales chief.

Most of Film Row was in attendance when the long closed Belmont here was reopened by Berman Theatres. House was formerly a Fox West Coast operation. . . . Ezra Stern, chief barker, Tent 25, checked in after a trip to Las Vegas on Variety Club business. . . . The Film Row Club held its regular monthly meeting at the Variety Club to draft final plans for the club's summer dance to be held on June 11 at the Rodger Young ballroom. Milt Frankel is chairman of the event. . . . Howard Cahoon, who operates the Motor-Vu and Skyway Drive-Ins, has announced plans to construct a new ozoner to cost $160,000. . . . A loss estimated at more than $5,000 was sustained when fire destroyed a warehouse in which Morric Kleinman's theatre upholstering firm stored theatre seats. . . . The Sierra Madre, Sierra Madre, Cal., which has been operated by Harold Stein for over 12 years, closed its doors.

Milwaukee

Oliver Trampe, Allied Pictures, is in the hospital recuperating from a nervous condition. . . . Antigo Drive-In, operated by Jim Suik, opened for the season. . . . John B. Schuyler, general manager, Delft Circuit, returned from a 10 days vacation in Florida.

Lake Vue Drive-In, Manitowoc, Wis., operated by the Gran Enterprises, was to open about May 1. . . . Kenneth Shock will take over the Campo, Campbellsport, Wis. C. C. Fischer operated this theatre for the past 10 years.

Bob Goetz, Monroe, Monroe, Wis., was on Film Row after a six weeks vacation in Florida. . . . Charles Fox, pioneer Burlesque manager, has taken over the management of the Liberty. . . . Mrs. Hugo Vogel, wife of Hugo Vogel, Theatre Equipment Company, is confined to the hospital with a broken arm.

Bob Gross, district manager, Blue Mound Drive-In, was made a director of the newly formed Blue Mound Suburban Association. . . . Harry Melcher, Unity Theatres, just returned from an extended trip to Europe accompanied by Mrs. Melcher. He advises that they visited 11 countries. . . . George Sattler, Delft, Iron River, Wis., is the proud father of a baby girl named Lisa. . . . Sally Albert, daughter-in-law of Floyd Albert, Mount Horeb, Wis., will teach school in Janesville, Wis.

Bill Lang, formerly head booker, Warners, is now booking for the Universal-International exchange. Joe Wayne is a new booker for Warners, coming here from Los Angeles. Tony Kolinski has been moved up to the head booker, Warners, replacing Lang. . . . Art Wickham has purchased the Highway, Hustirford, Wis., from Herbert Zerojewski. . . . Wisconsin Allied Theatre Owners announced the new board, J. P. Adler, Marshfield; Russell Leddy, Green Bay; Ben Marcus, Milwaukee; Floyd Albert, Mount Horeb; Harry Melcher, Milwaukee; William Charboneau, Lancaster; Frank Hahn, Ashland; Martin Holzman, Whitehall; Jerome Goderski, Milwaukee; and Don Deakin, Wisconsin Dells.

Maxine Mirisch, daughter of Harold Mirisch, Allied Artists, Los Angeles, is visiting her uncle and aunt, Mr. and Mrs. Irving Mirisch, here. Irving Mirisch operates Theatres Candy Company, a theatre concession organization.

Minneapolis

Harry Katz, manager, Suburban World, died of a heart attack. He was 47. Katz had an extensive background in show business and at one time was associated with Harry Hirsch in the operation of the Alvin, a burlesque house. . . . New on Film Row are Melba Johnson, booking clerk, Warners; Mrs. Charlotte Appel, contract clerk, RKO; Evelyn Pineda, booking stenographer, Paramount; and Joyce Yasinski, formerly of Oakland, Cal., ledger clerk, Paramount.

William Gilliland, MGM auditor, was in, as was Ben Marcus, Columbia midwest district manager. . . . C. J. (Fay) Dressell, RKO branch manager, was in Milwaukee negotiating with the Swirnoff and Marcus Circuit. . . . LeRoy Miller, branch manager, U-I, is back from a vacation in Florida.

Articles of incorporation have been filed at Bismarck, N. D., for the Hettinger Theatre Company, Hettinger, N. D. Capitalization was set at $30,000 with Peter and Stella Rothstein and D. J. Shults, Hettinger, N. D., as directors. . . . Herbert Viste purchased the Dodge, Dodge Center, Minn., from Harold A. Westby, Austin, Minn. . . . S and M Theatres of Wisconsin will build a drive-in north of Clintonville, Wis., it was announced by H. B. Tollette, district manager.

The Wood, Wood Lake, Minn., is undergoing an extensive remodeling project. Work includes a new front and the addition of 65 seats. . . . City Auditorium, New Salem, N. D., has reopened on a weekend basis. . . . Paul Tobias has reseated completely his Strand, West Liberty, Iowa. . . . Louis Eitrem's Echo, Garretson, S. D., scheduled to close, has delayed shuttering and will add a popcorn machine in an attempt to get out of the red.

Nick Polman, owner, Sebeka, Sebeka, Minn., died recently of a heart ailment. . . . Ben Berger, operator, Berger Circuit of 11 metropolitan and outstate theatres in Minnesota, is looking for a buyer for all the circuit houses. Berger said that although he has been open to bids for the circuit, there have been no offers. . . . William C. Gehring, 20th-Fox assistant general sales manager, was to replace Al Lichtman, director of distribution, as head speaker at the North Central Allied convention May 2-3 in Minneapolis.

Ed Linder, manager, Gopher, obtained great newspaper "breaks" recently on "Blackboard Jungle" with Norman Levinson, local MGM press and publicity representative, a big help in promoting advance publicity and exceptional news coverage. Twenty-five lads were sent out on the streets wearing teaser signs of oilcloth taped to the backs of their jackets reading "Blackboard Jungle." This proved most inexpensive street bally. Linder had several personal interviews on radio station WTCN with disc jockey Don Doty on his midnight shows, at which the film was discussed. The vicinity of all high schools in the city were placarded with special black and white window cards.

Oklahoma City

The new owner, Grove Drive-In, Grove, Okla., is Eugene Vasser, Miami, Okla. . . . E. M. Anstey has sold the Ritz, Texhoma, Okla., to Amos Page, who also owns the Avalon, McLean, Tex. . . . Video Independent Theatres has closed and dismantled the original Crest, Stillwater, Okla., and have changed the name of the Mecca, Stillwater, to the Crest. . . . The Rogue, LeFors, Tex., was destroyed by fire, and the owner has no immediate plans to rebuild. . . . Alvin Davis has reopened the Hydro, Hydro, Okla.

James G. Ellison has sold the Grand, Happy, Tex., to W. A. Rucker. . . . H. T. Burns has sold the Cyril, Cyril, Okla., to the Anadarko Theatre Company, Anadarko, Okla. . . . J. B. Seale, Lockney, Tex., has taken over the Ada, Ada, Okla., and the A and O Booking Service will do the booking and buying. . . . James Henigman has reopened the Rialto, Carmen, Okla. . . . The Arch Boardman Booking Service, Dallas, will no longer do the booking and buying for the Skyview Drive-In, Coalgate, Okla. It will now be done by the owners R. B. Briscoe and E. D. Carter.

Mrs. Sarah Zweifel, the grandmother of Reggie Pappas, secretary to branch manager C. H. "Buck" Weaver, Paramount, died in Mercy Hospital. . . . Mrs. Blanch Camp, assistant cashier, Paramount, is now convalescing at home after a minor operation in Wesley Hospital. . . . Fran Johnson, contract clerk, Paramount, visited her mother in Minco, Okla.

St. Louis

In Crossville, Ill., the Ritz is dark. The period that it will be out of operation is rather indefinite. . . . In Greenfield, Ill., the Lyric, operated by Frank Greer under an arrangement worked out with local merchants, was closed indefinitely.

In New Haven, Ill., Elmer Quesstell, Carmi, Ill., who had been operating the Nox, announced that he has abandoned plans for reopening that theatre. . . . In Hamilton, Ill., the State, owned and operated by Francis David, is operating only on Fridays and Saturdays. . . . In Warrenton, Mo., the Vita, owned by William Zimmerman, presently is operating only on Fridays, Saturdays and Sundays. Zimmerman also owns and operates the Moto-Vue Drive-In near here, which reopened for the 1955 season.

Gordon Halloran, manager for 20th-Fox, was in Chicago for a meeting of managers presided over by M. A. Levy, Minneapolis, district manager. Later, Halloran went to Minneapolis to visit his mother, who recently underwent an operation.

Mrs. E. D. Martt, 5501 Waterman Avenue, St. Louis, whose husband, now retired, formerly operated the old St. Louis Poster Company, recently returned home after being hospitalized for about five weeks. . . . Pete Gloriod, Poplar Bluff, Mo., was scheduled to head some 34 boys of that community, set to take in a matinee of "Cinerama Holiday" at the Ambassador and a baseball game of the St. Louis Cardinals.

Warren Haas, Air Force, who has been in boot-training in Texas, visited his father, Harry H. Haas, Paramount manager.

Tom Ryan, manager, Salisbury, for some 10 years, who has been a patient in Robert Koch Hospital, Koch, Mo., is doing very nicely and may be able to return home at an early date. . . . Herman M. Scissors is manager, Varsity, University City, Mo., owned by Ansell Brothers. . . . Wally Heim, United Artists press representative, has been here beating the drums for "Purple Plain."

J. Mike Lee, United Artists district manager, and D. J. (Bud) Edele, local manager, recently made Bob Goddard's "Snappy Dressers in Our Town" listing in the St. Louis Globe-Democrat.

A large number of the members of Missouri Illinois Theatre Owners, affiliate of TOA, plan to attend the third annual joint meeting of their organization with the Kansas-Missouri Theatre Association at Arrowhead Lodge, Lake of the Ozarks, Mo., May 10-12 when they participate in that "frank, open, candid discussion covering film rentals, terms and trade practices." The MITO Committee on Unfair Film Rentals, headed by Loren L. Cluster, Salem, Ill., and including A. J. (Bill) Williams, Union, Mo.; A. B. Magarian, East St. Louis, Ill.; and Tommy James and William Kaimann, both of St. Louis, at a recent meeting decided to send a questionnaire to all members of MITO to get first hand factual information about the exact situation with respect to film rentals and related angles. Ed Martin, president, TOA, has been invited to attend the joint meeting and has indicated he will be there if at all possible.

Myra Stroud, managing secretary, Missouri-Illinois Theatre Owners, went to Poplar Bluff, Mo., for another membership drive tour. . . . In Fredericktown, Mo., the Hi-Y Drive-In, owned by L. A. (Bud) Mercier, is now equipped for the presentation of CinemaScope, VistaVision, and similar types of motion pictures using optical sound.

San Antonio

Lynn Krueger, manager, Majestic, and George Watson, city manager, Interstate Theatre Circuit, here, were co-chairmen of the Fiesta San Jacinto children's costume frolic held at the Municipal Auditorium. Entry blanks for the frolic were made available at the boxoffices of the Texas, Aztec, and Majestic. . . . Carmela Olvera has joined the staff of the Alameda as a cashier. . . . Bill Rau, Alamo Booking Service, returned to his office following a business trip to Houston, Tex.

James Cagney was in on behalf of his latest movie, "Run for Cover," and was followed by Greer Garson, Dana Andrews, Pedro Gonzales-Gonzales, and Mervyn LeRoy on behalf of their latest film, "Strange Lady In Town." For Gonzales-Gonzales it was home coming. Andrews also formerly resided in the city. In a talk before the Texas Legislature at Austin, Tex., Miss Garson referred to herself as "Ma Fogelson," being married to the Dallas oilman and a Texan by marriage. . . . Bob Hope is expected in the city and state on behalf of his latest film, "Seven Little Foys." . . . Three masked young men hi-jacked the cashier of the Trail Drive-In and made off with $60 in silver and bills.

"Frisco Trail," a huge painting of cowboys and cattle that hangs in the Menger Hotel's rotunda wall here, is to be used in one of the main sets for Warners' production based on Edna Ferber's novel, "Giant." . . . Among the out of town exhibitors who were in to book and buy were Benito Silvas, Mexico, Carriso Springs, Tex.; Jose Garcia, National, Asherton, Tex.; E. Flores, Rio, Mission, Tex.; and R. S. Cook, Zaragoza, Taft, Tex., which has been rebuilt and remodeled following a fire last December. . . . Full length Spanish language movies which were made in Spain and Argentina are to be shown three or four nights a week on KCOR-TV here when it begins programming around June 1. Raul Cortez, the station's owner, lined up a series of the films while on a recent trip to Spain and Argentina.

Roy Rogers, Dale Evans, Pat Brady, and the Sons of the Pioneers will make a week long appearance at the Bexar County Coliseum from June 17 to June 21 in a World Championship Rodeo. A full hour of the rodeo will be telecast on June 21 on the coast-to-coast NBC-TV network under the sponsorship of General Foods Corporation. . . . The Jaycees, members of the San Marcos, Tex., Junior Chamber of Commerce, held an "Operation Drive-In" at San Marcos Drive-In for two nights to raise funds for their trip to San Antonio the latter part of April. . . . A 500-seat indoor auditorium has been added to the Corral Drive-In, formerly the Jacksboro, Fort Worth, Tex., operated by Claude Ezell and Associates. The parking area was enlarged to a capacity of 1,400 cars as part of the $150,000 remodeling project. . . . C. W. Moss, manager, Arcadia, Tyler, Tex., operated by the Interstate Circuit, has announced that the house has been equipped for the screening of the new wide-screen processes. Bausch and Lomb lenses were installed.

The Trail Drive-In, Houston, Tex., operated by Jack Farr, has come up with a daytime business for outdoor theatres. From Monday through Friday the Trail snack bar is to be open from 9:30 a.m. to 3:30 p.m. serving its specialties of chicken, fried shrimp, and an array of sandwiches and beverages. The children's play park will be open as an aid to mothers who are cating, and shaded picnic tables will be provided, as well as music over the public address system. Box lunches will also be sold during the same hours. . . . S. T. Smith, owner, has announced the Fox, Timpson, Tex., has been completed and opening date will be set soon.

Jack Harris, vice-president, Houston Post, Houston, Tex., in charge of KPRC and KPRC-TV, has signed a three-year contract with Guild Films for a huge library of Looney Tunes. He says it's probably the biggest contract of its type in local TV history. . . . The Main, Paris, Tex., will be equipped with CinemaScope, VistaVision, and Superscope as well as 3-D, according to William O'Donnell, vice-president, Trans-Texas Theatres, and Torrence Hudgins, assistant vice-president. . . . Russell Bovin, Loew's district manager, St. Louis, was in for his quarterly check up at Loew's State, Houston, Tex.

Seattle

In the April 13 issue of MOTION PICTURE EXHIBITOR under this news column it was stated that Reville Kniffin, 20th-Fox assistant district manager, was in from Los Angeles with his assistant, Herman Wobber. The relative status of the individuals involved is the direct reverse. Wobber is western division manager for 20th-Fox, and Kniffin is the assistant. Oh, those type gremlins!

The Garden reopened after the installation of a new E.Z.I. CinemaScope screen. . . . Charlie Powers, 20th-Fox branch manager, Portland, has been taken ill and will be convalescing for about six weeks. During his recovery, Chilt Robinett, 20th-Fox salesman, will pinch hit. . . . Smith Enterprises have taken over the buying and booking of the Princess, Edmonds, Wash.

Details for Columbia's saturation campaign on "Cell 2455 Death Row" have been worked out. . . . A. G. Peechia and Fred Dean were on the Row from Tacoma, Wash.; Glen Nolta was in from Port Blakely, Wash.; and Howard McGhee was over from Walla Walla, Wash. . . . The Council Departmental Efficiency Committee recommended confirmation of the mayor's appointment of G.S.G. Patterson to the Board of Theatre Supervisors. Patterson will succeed the late Herbert B. Sobottka, who was killed several weeks ago in an automobile accident. He will fill out Sobottka's term, which expires in July, 1956.

NEWS OF THE Territory

Boston

The fight to end the regulation requiring two men in a booth when safety film is used was won with the filing of an amendment to the exisiting regulations by Public Safety Commissioner Otis M. Whitney. The regulation became effective the day it was filed, April 21. The Commissioner's amendment states, "In the exhibition of motion pictures, no nitrate film shall be used. All film shall be acetate film, known as safety film. Every motion picture machine shall be equipped with a dowser handle and control switch operated from either side of the machine. While exhibiting motion pictures, the operator shall devote his entire time and attention to that work. In any theatre where the equipment in the booth meets with these requirements, and is approved by an inspector, only one operator will be required, otherwise two operators shall be in attendance during the exhibition of motion pictures." Under the existing law, use of nitrate film will be prohibited after the end of 1955, but some newsreel and other material is still in use on nitrate film. For this reason, Ray Feeley, executive secretary, Independent Exhibitors, Inc., of New England, is advising his members to be particularly careful to see that two operators are on duty if any such nitrate film is in the booth. Public Safety Department inspectors are on the watch to see that this requirement is met while any nitrate film is still in existence, he urged. In his office, Edward Lider, president, Independent Exhibitors, said, "It has been a long up-hill battle by the exhibitors in the Commonwealth to have the burdensome and oppressive regulation lifted, requiring two men in a booth. A lion's share of the victory goes to IENE, led by former president Irving A. Issacs."

Completely recovered from his recent surgery in New Hampshire, David Zerinsky, Plaza, Derry, Mass., came to town with his wife to say bon voyage to Mrs. Zerinsky's parents, who had been visiting them from Manchester, England. The couple have one daughter, six-year-old Vivian. Dave's brother, Bob Zerinsky,

Carl Goldman is the newly named executive secretary, Independent Exhibitors, Inc., of New England, a unit of Allied.

operates the Scenic, Keene, N. H., and the Magnet, Claremont, N. H., as well as the Mohawk Drive-In, Gardner, Mass., and has an interest in the Claremont, N. H., drive-in, owned and managed by James O'Neil.

The second annual movie industry golf tournament will be held on June 13 at the Woodland Golf Club, Auburndale, Mass., with tickets for the dinner and afternoon of golf set at $10. Because of the huge success of last year's tourney, held at the same club, a record turnout is expected this year. Handsome golf prizes and door prizes will be distributed. Tickets may be obtained from any one of the committee, consisting of Jim Mahoney, chairman, Joe Cohen, Dick Dobbyn, Ken Douglass, Mal Green, Larry Herman, and Ralph Iannuzzi, well-known industry golfing names.

On behalf of "Assignment Children," Danny Kaye came on to address the Boston City Hospital Alumni Association at the Harvard Club, with Dr. David D. Berlin officiating at the activities. The actor spoke to a group of physicians, drawing on his experiences on a mission he had recently performed for the United Nations. Distinguished for his private activities on behalf of these displaced children, he shared the platform with Dr. Abram L. Sacher, president, Brandeis University, Waltham, Mass.

Funeral services were held in Haverhill, Mass., for Ellis Brodie, 67, veteran theatre owner and manager, Paramount, Haverhill, and the Strand, Lawrence, Mass., who died after a lingering illness. A veteran of

Goldman Appointed To IENE Position

BOSTON — Carl Goldman has been appointed executive secretary, Independent Exhibitors, Inc., of New England, the local unit of National Allied. The position was made available due to the resignation of Ray Feeley, who has held the post for the past nine years. Feeley's recent acquisition of four independent theatres has pressured him into withdrawing from the IENE top spot to devote his full time to the operation and management of his new circuit. He will continue as an active member in the organization, however.

Goldman, 31, gave up his position as booker at Affiliated Theatres Corporation to accept the new assignment. His industry experience has been wide as he has had training in every phase of the business with the exception of distribution. His career started in his high school days when he took a job as a part time usher at the Paramount, Boston, working his way up from doorman, chief of ushers, chief of service, to assistant manager. When American Theatres Corporation took over the Esquire, Goldman went in as assistant and later became full manager. After the theatre closed, he joined United Artists as a field representative. Later he became house manager at the Astor, Boston. In 1948, he joined Affiliated Theatres as a booker and has been there since except for a brief spell when he entered another field of business. He lives in Dorchester with his wife and son Joel, five, and daughter, Sandra, one.

In announcing the appointment, Edward Lider, president, Independent Exhibitors, Inc., stated, "We are fortunate in being able to replace loyal hard-working Ray Feeley with Carl Goldman who has a broad background of experience in exhibition, who is aware of current industry problems, and who knows exhibitors from every state in New England. In his new full-time position as executive secretary of our active Allied unit, he will travel into the small towns all over the territory in order to bring Allied's opinions and policies to the grass roots exhibitors."

World War I, he is surivived by his widow, two sons, and a daughter. . . . Michael Bruno, owner, Tilton, Tilton, N. H., who visits the district regularly, was recently installed as Exalted Ruler of the Franklin Lodge of Elks.

Newly elected to the Board of Trustees at Variety Club's Children's Cancer Research Foundation in Boston were, left to right, Samuel "Steve" Broidy, president, Allied Artists; Ralph Wheelwright, executive at MGM, Hollywood, Cal.; Claire R. Emery, TV personality known as "Big Brother"; Simon H. Fabian, president, Stanley Warner Theatre Corporation; Leonard H. Goldenson, president, AB-Paramount Theatres; and Samuel Rosen, vice-president, Stanley Warner Theatre Corporation.

Sam Horenstein has sold two Soda Master drink machines for the Whalom Park Drive-In, two more at the Fresh Pond Drive-In, Cambridge, Mass., and one at the Capitol, Malden, Mass. He is also selling Cretors popcorn machines for Relston, Inc., Brookline, Mass. . . . After taking her twin daughters, six-year-old Margie and Edith Segal, to the Astor to see "The Glass Slipper," Mrs. Mike Segal brought the girls into the district to see their booker daddy at United Artists.

New Haven

Crosstown

During the school holiday, various nabe houses had special children's shows for the youngsters. Dixwell and Rivoli had a magician and puppets on stage for the kiddies matinee. . . . Irving Hillman, manager, Roger Sherman, contacted a Hamden, Conn., descendant of Davy Crockett and received a two column picture in The New Haven Register showing him with a frontier style musket to bally the film, "Davy Crockett, Indian Scout." . . . The Roger Sherman had a Disneyrama cartoon children's show with a large Peter Pan color photo being given to the first 1,000 youngsters at the morning show. . . . Morris Rosenthal's Loew's Poli worked out some nice publicity angles for "Blackboard Jungle" and was setting tieups for "Three for the Show."

Meadow Street

The inclement weather held up the construction work on various new drive-ins throughout the state. Charles Lane reported that the grading work at the Summit Drive-In, Branford, was progressing satisfactorily. Out at Clinton, the grading had been held up somewhat when some blasting had to be done because of a rock ledge. The Clinton outdoor theatre is expected to be a 750-car setup. The new Middletown Drive-In, owned and operated by Salvatore Adorno, Jr., is expected to be open soon. The screen will be 54 by 120 feet, with room for 850 cars.

The officers of the new proposed Watertown Drive-In are as follows, president, John D. Sirica; vice-president, William A. Sirica; and secretary-treasurer, Fred Quatrano. . . . The new Southington Drive-In was reported scheduled for a May 11 opening. . . . Waterford Drive-In installed a CinemaScope screen. . . . Bridge Drive-In, Poquonock Bridge, installed magnetic sound. . . . Bowl Drive-In, West Haven, installed new wings on screens for enlargement. . . . E. M. Loew Drive-In, Milford, also was due for enlargement of the screen. . . . In conjunction with the MGM celebration, the oldest employees of the New Haven branch were guests of honor at a luncheon at Kaysey's Restaurant. Seven out of the 14 members of the office totaled 181 years of service and included the following, branch manager Phil Gravitz, Leon Jakobson, Mollie Smith, Mary Worstell, Herman Miller, Jerry Flood, and Alba Gianotti. Local exhibitors were also invited to the luncheon affair.

Division manager John P. Curtin, Republic, stopped off on the way back from Providence, R. I., where he attended the world premiere of "The Eternal Sea." This film also had an auspicious opening in Hartford, New London, Bridgeport, and other Connecticut locations.

Harry Rogovin, Columbia executive, was in town. . . . Baltic, Baltic, Conn., which has been operating weekends, is reported closed. . . . United Artists expolitation man Joe Mansfield and Morey Kruschen, publicity head, were in at the UA branch. . . . Hartford projectionists gave a Lifetime Gold Membership Card to Charles North, business representative for the local at a party at the Empire Restaurant. Among the guests at the Hartford get together were Lou Phillips, Capitol Theatre Supply; Harry Doherty, Altec engineer; Thomas Wilson, State Police; Harry Burgess, RCA engineer; and others. . . . The National Council of Jewish Women, Inc., Stamford section, sponsored a benefit show for boys and girls at the Palace, Stamford.

State, Manchester, Conn., had a "Quick on the Draw" contest for youngsters and also a "Davy Crockett Coming Contest." . . . Ted Jacocks, Branford, Conn., exhibitor, received a three column picture and story in The New Haven Register on his Lost and Found Clothesline which he has at his theatre. . . . In Bridgeport, Conn., the American, Astor, Hippodrome, and Rialto had Tuesday and Thursday matinees during school holiday week. . . . Ralph Civitello, former Devon, Conn., exhibitor and now a retired artist, broke The New Haven Register with a picture and story about a donated picture of Arthur Godfrey being given to the CBS artist, and also the same week a story and picture broke in the Waterbury American about Ralph donating a artist picture of Jimmy Piersal, big league baseball player, to his alma mater, Leavenworth High School.

The State, Manchester, Conn., had a balloon busters contest for youngsters. . . . Commodore Hull, Derby, Conn., had comedy races and a famous Filipino yo-yo champion on stage. . . . The Embassy, New Britain, Conn., had a blueberry pie eating contest on the same day that comic books were given. . . . Cameo, Bristol, Conn., gave free toys and had comedy races at the kiddies show. . . . Plainville Strand had color comic books for the children.

Recent projection booth changes in Bridgeport, Conn., included James Luburdi, from the Majestic to the Loew's Poli; John Musanti, from the Hippodrome to the Rivoli; Jack Bernard, from the Rivoli to the Strand; John Lynch, from the Strand to the Majestic; and Mario Parrelli, from the Colonial to the Hippodrome.

Connecticut

East Windsor

Raymond Zimmerman, owner and operator, 327-seat Broad Brook, has disclosed plans to close down permanently on May 8 and convert the building into a super market. He attributed the closing to advent of better transportation and the nearness of theatres with modern facilities. In recent years, the theatre has been operated only on weekends.

Hartford

James M. Totman, assistant northeastern zone manager, Stanley Warner Theatres, huddled with Jack Sanron, Strand. . . . Dennis Rich, SW Cameo, Bristol, Conn., offered a free 10-inch TV set and toys at a recent Saturday matinee children's show. Also on the program were cartoons and a Roy Rogers western. . . . Hector Frascadore, Farmington Drive-In, advertising his first CinemaScope attraction, proudly noted, "See the difference in magnitude and scope when you see our feature on our new wide giant screen—You'll experience a realism you never thought possible. See and appreciate the difference."

Ernest Isleib is new assistant to Ray McNamara, Allyn, replacing William Murphy, promoted to managership of New England Theatres' Paramount, Barre, Vt. . . . Dennis Rich, SW Cameo, Bristol, Conn., offered passes for first 25 correct entries in a newspaper contest for revival of "Davy Crockett, Indian Scout." Question posed was, "Can you name three important events in Davy Crockett's career?"

Enterprising Bill Sobel, Starlite Drive-In, Stamford, Conn., went along with other merchants and businessmen on a Junior Chamber of Commerce project revolving around youth activity fund raising. Sobel distributed passes, while merchants offered corsages, luncheons, etc. . . . Annual MPTO of Connecticut golf tournament, one of the state's most popular industry events, is slated for July 26 at Racebrook Country Club, Orange.

The Capitol, Waterbury, Conn., has a new Spring Blossom chinaware giveaway for lady patrons. . . . A Hartford actor, Thomas Tryon, who has appeared in summer theatres in the northeast in past years, has his first big Hollywood break, Hal Wallis has signed the performer for the leading male role in "Too Late My Love," slated for Paramount release. . . . Benedict Kupchunos, South Windsor, Conn., drive-in family, has been indorsed for the South Windsor town court judgment by the Democratic Town Committee. Kupchunos has served in several civic capacities, both in South Windsor and on a Hartford county basis.

Harry F. Shaw, division manager, Loew's Poli-New England Theatres, and Mrs. Shaw have returned from a South American cruise. . . . Ray McNamara, Allyn, ran a Saturday matinee CartoonaScope, consisting of cartoons, plus regular features, at regular admission scale. . . . Harry Browning, district manager, New England Theatres, was in to see Ray McNamara and then went south to confer with Jim Darby, Paramount, New Haven.

Morris Keppner, Burnside Theatre Corporation, was in New York on business. . . . Ted Harris, State, and Mrs. Harris will become grandparents for the first time this summer. Both their married daughters are expecting the stork. . . . Joe Mansfield, UA, was in the territory ahead of "Purple Plain," at the Stanley Warner Strand.

Metropolitan newspaper critics lunched with Morrie Krushen, national exploitation manager, UA; Joe Mansfield, Krushen's field staff; and Lou Brown, director

(Continued on page NT-4)

SAVEABLE REVIEW SERVICES were an innovation by MOTION PICTURE EXHIBITOR in 1936. Prior to that year many Trade Papers reviewed features and shorts, or at least listed them for reference purposes;—but *none* followed any uniform style or method that permitted saving in other than a heterogeneous glob in a scissors and paste pot scrapbook.

MOTION PICTURE EXHIBITOR changed all this! In 1936 it introduced a separate, saveable section, in which all reviews and indexes relating to any particular year were carefully brought to the executive theatreman for his current and future knowledge. Now imitated or adapted by most other Trade Papers, the basic method has never been improved.

But MOTION PICTURE EXHIBITOR went further than this! *ONLY* MOTION PICTURE EXHIBITOR, down through the years, has maintained a 100% Review Coverage of *ALL* features and of *ALL* shorts, whether foreign or domestic, that were available to Executive Theatreman consideration. *ONLY* in MOTION PICTURE EXHIBITOR has continued to appear the *MOST COMPLETE* of all Reviewing Services. The record speaks for itself!

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Fleet Admiral William "Bull" Halsey and other top ranking Naval dignitaries, civic officials, and co-stars Sterling Hayden and Alexis Smith participated in the elaborate ceremonies which sparked the world premiere of Republic's "The Eternal Sea" at the RKO Albee, Providence, R. I., recently. Seen above in the usual top to bottom, left to right, order are crowds arriving at the theatre on opening night; Alexis Smith, Rear Admiral Hoskins, Fleet Admiral Halsey, and Rear Admiral J. J. Bergen, USNR; Sol A. Schwartz, president, RKO Theatre Corporation, addressing the Chamber of Commerce luncheon; Richard W. Altschuler, Republic's director of world-wide sales, at the same affair; and Sterling Hayden speaking at the luncheon; stars Hayden and Miss Smith being welcomed by Providence's Acting Mayor Angelo Aiello; Rear Admiral Hoskins, Rhode Island's Governor Dennis J. Roberts and Captain Frank M. Slater, Chief of Staff at Quonset Naval Air Station, when the Governor issued his "Admiral Hoskins" Day proclamation (the Governor was presented with a Revell aircraft carrier model); and associate producer-director John H. Auer chatting with Olive Tinder over WJAR-TV on her afternoon show.

Hartford

(Continued from page NT-2)

of advertising and publicity, Loew's Poli-New England Theatres. On the agenda was a discussion of upcoming UA releases.

Wallingford

The Wallingford home of George H. Wilkinson, Jr., Wilkinson owner and MPTO of Connecticut president, was ransacked by thieves for the second time in two years. Police reported approximately $5,000 in stocks and a gold necklace missing.

Windsor Locks

Latest development in the civil suit against the Rialto was a disclosure by the Police Commission that it would "stand pat" on the situation. The Commission contends that the theatre owes the town some $1,800 for police duty. Owners of the downtown theatre, however, want to settle for $1,000 and have the ordinance withdrawn, or settle for $1,000 and have theatre staff members deputized. This information was passed on to the Commission last week by Town Counsel Anthony Ward.

New Hampshire

Concord

The state Senate has passed House Bill 16, the measure which would require drive-ins with access to state highways to obtain a permit to build from the state Department of Public Works before starting construction. The bill, slightly amended by the Senate, was returned to the House of Representatives for concurrence.

Dover

Zippy the Chimp appeared in person at the Strand in a special after school show. Also featured was an Abbott and Costello film and cartoons. Zippy has appeared on television with Ed Sullivan.

Hooksett

The Sky-Ray Drive-In here is featuring a cartoon carnival every Friday evening.

Manchester

The Manchester Drive-In here is offering free gifts to lady patrons.

Nashua

The State and Daniel Webster are giving free passes for correct answers on a disc jockey show.

Rhode Island

Providence

Spearheaded by the largest newspaper advertising campaign run in many years, in this territory, 16 Rhode Island theatres united in presenting "Davy Crockett, Indian Scout." Utilizing fantastically large units in the local and surrounding press, the houses combined to make this a record-breaking promotion: Castle, Elmwood, Hope, Uptown, and Liberty, all of Providence; Palace, Washington Park; Community, Centerdale; Olympia, Olneyville; Bijou, Woonsocket; Community, Wakefield; Hollywood, East Providence; Palace, Arctic; Park, Auburn; Route 44 Drive-In, Smithfield; Bay State Drive-In, Seekonk; Rustic Drive-In, North Smithfield; and Hilltop Drive-In, East Greenwich.

The Metropolitan, largest of the downtown houses, which has tried about every imaginable type of entertainment to keep in operation, recently announced that an attempt would be made to revive vaudeville in this area. Starting off with weekend shows, operating only Saturdays and Sundays, the Met will present six acts of vaudeville direct from New York, together with an outstanding screen attraction. With a top admission of 90 cents, management announces that if patronage warrants, a seven-day-a-week schedule will be in effect after the initial try-out.

It was recently announced that Robert F. Aiken, former chief-of-service, RKO Albee, was elevated to the rank of Airman Second Class.

NEWS OF THE Territory

New York City

Crosstown

George Steck, assistant radio manager, Westrex Corporation, left for Colombia. He will contact Westrex subsidiary company offices throughout Latin America including those located in Ecuador, Peru, Chile, Argentina, Brazil, Venezuela, Panama, Mexico and Cuba. . . . Francis M. Winikus UA national director of advertising, publicity, and exploitation, left by plane for a two-week vacation in Paris.

David Blum, director of publicity, Loew's International, was elected chairman of the International Film Relations Committee of the Motion Picture Export Association, succeeding Leslie F. Whelan, 20th Century-Fox. . . . Ed Rosenfeld and Bob Ferber, Trans Lux managers, answered the recent Pentagon National Guard alert in lickety split time. They are both attached to Headquarters II Corps Artillery, Brooklyn, N. Y.

David A. Lipton, U-I vice-president, came in from California for the windup of the company's current "Charles J. Feldman Annual Sales Drive" and a series of meetings with home office executives on advertising and promotion plans on forthcoming product. . . . John J. Glynn, vice-president, Warners Pictures International, left by plane for Tokyo, Japan, to attend the company's far eastern sales meeting.

Sol A. Schwartz, president, RKO Theatres, accompanied by Mrs. Schwartz, sailed for Europe. During their stay abroad they will visit France, Italy, Spain and England. . . . Bernard Jacon, vice-president in charge of sales, IFE, went to Cleveland to hold a meeting with central division personnel. . . . Jules Levey, independent producer and distributor, left by plane for Paris to attend the Cannes Festival. He will then proceed to Rome, Germany, and London.

Norman W. Elson, president, Guild Enterprises, Inc., attended the convention of the Newspaper Publishers and Editors in Washington. . . . Aileen Brenon, Brenon and Morgan Associates, left for Spain to meet with Robert Rossen in connection with "Alexander The Great," now being filmed outside Madrid.

Max E. Youngstein, left, vice-president, United Artists, was recently installed as president, Cinema Lodge, B'nai B'rith, by William I. Siegel, center, former president, Metropolitan New York Council, as outgoing Lodge president Burton Robbins, vice-president, National Screen Service, looked on. The ceremony took place at the Sheraton Astor Hotel, and was attended by almost 400 film industry leaders.

Roy O. Disney, president, and Paul Pease, treasurer, Walt Disney Productions, arrived for conferences with Leo F. Samuels and other Buena Vista sales personnel.

Isidor Rosenfeld, formerly UA manager in Peru, was in for conferences on his way to Paris to assume his new duties with the company's continental division.

MGM announced that "Blackboard Jungle" had chalked up a new record at Loew's State on Broadway, besting "Gone With The Wind," which held the record. Indications point to it not only establishing an all-time new high in gross, but also a new record for the number of weeks of a picture to play the house. . . . Howard Dietz MGM vice-president and director of advertising, publicity, and exploitation, returned from a vacation.

Dore Schary, vice-president in charge of production for MGM, addressed the Sales Executive Club at a Hotel Roosevelt luncheon on the subject of "The Executive In The Movies." . . . Kenneth More, who stars opposite Vivien Leigh in 20th-Fox's "The Deep Blue Sea," arrived from London.

Edward E. Sullivan, 20th-Fox publicity manager, returned from a week's visit to Cuba. . . . Mervyn LeRoy left by plane for Hollywood after scouting for plays and players for his next Warner picture. . . . Allan L. Wolff, sales engineer, Westrex Corporation's Hollywood division, was in to confer with Westrex officials and to study the manufacturing processes of magnetic film and tape.

John H. Burrows, Lindsley Parsons' associate producer, left for Hollywood following conferences with Morey R. Goldstein, Allied Artists vice-president and general sales manager, and Edward Morey, vice-president, on future release plans. . . . Stanly Kramer, producer-director, "Not As A Stranger," for UA release, sailed for London, where he will attend UA's international sales convention.

ISLAND THEATRE CIRCUIT — Secretary Sonny Rohns was hurt in an auto accident and will be out for a few weeks. . . . Island is now doing the buying and booking for the Apollo and the Triboro. . . . Morty Lightstone was vacationing in Florida. . . . The Apollo is now being operated by Moe Goldman.

Max E. Youngstein, vice-president, United Artists, left by plane for London to attend the company's international sales convention.

Producer Hal Wallis arrived to finalize plans for his new undertakings. He brought with him a print of the Paramount-VistaVision "The Rose Tattoo." . . . Sam Roberts, formerly art director, Hanly, Hicks and Montgomery ad agency, is now with 20th-Fox as associate art head under Victor Sedlow.

New Jersey

Newark

C. Smakwitz has made known the winners of the third weekly Newark zone prizes in the Movie Spring Festival. First honors, a $25 bond, was awarded to Nyman Kessler, manager, Dewitt, Bayonne, for his Hadassah benefit program, and runner-up honors went to Clem Murphy, manager, Ritz, Elizabeth, who received a $25 bond for his best children activity.

Seen at the recent world premiere of Paramount's VistaVision production, "Strategic Air Command," Paramount, New York City, were, left to right, opening night crowds; star James Stewart greeting Barney Balaban, president, Paramount, and Mrs. Balaban; Danny Kaye, Stewart, Arthur Godfrey, and Academy Award winner Grace Kelly; and Jack Cohn, vice-president, Columbia, with Adolph Zukor, Paramount board chairman. Many other notables were present.

The following managerial changes took place in the Stanley Warner New Jersey zone this week. John Stanek, manager, Fabian, Hoboken, was upped to manager, Branford, Newark, due to the promotion of Bernard Silverman to district manager. Fred DeAngerlis went to the Fabian, Hoboken, from the Sanford, Irvington, and James Stavron, assistant manager, Branford, became manager, Sanford, Irvington. Morris Blacker, manager, Ritz, Newark, became manager, Tivoli, due to the resignation of A. Kirby, and Joseph Frankel became the manager, Ritz, Newark.

New York State

Albany

The independent and articulate Schenectady Union-Star editorially asked if the citizens of New York and four other states maintaining censorship "need statutory protection for their tastes in motion pictures more than 43 other states, or if Kansas will be any worse after June 30, when the present censorship law expires. Movies have been steadily improving, even without censorship in 43 states," continued the editorial. "Public opinion, not legal surveillance, accomplished it. Only an occasional picture was banned, and that sometimes raised a fury, as with "The Moon Is Blue."

Variety Club members, following the weekly dinner, held at Sheraton-Ten Eyck Hotel, inspected the new rooms which Tent 9 will occupy there. Manager George B. Chelius, Jr., a Variety member, arranged this layout. Harry Lamont served as King for a Day. Later, the diners repaired to the headquarters, where they viewed motion pictures of Camp Thacher and other Variety activities, photographed by Lamont.

Strand presented a group of beautiful girls and striking costumes in "Miss Albany Model of 1955" competition, staged with cooperation of the Albany Artists Group, to highlight the screening of "A World of Beauty," the annual Miss Universe contest film, and the Group's Beaux Art Ball. Young woman chosen "Queen" was crowned at the ball in the De Witt Clinton Hotel. She and two runners-up where chosen by a panel of judges on the Strand stage. Eight girls, including Geneva Barcomb, U-I stenographer, were introduced by Alex Blake, WABY disc jockey. Prizes went to the top three. Manager Al La Flamme and officers of Albany Artists Group, expressed satisfaction with the promotion, in which The Knickerbocker News joined.

Leppert International Enterprises Corporation has been authorized to conduct a motion picture business in New York. Capital stock is 200 shares, no par value. George M. Leppert, Waldorf Astoria Hotel, is one of the incorporators. Attorney Maurice R. Cheyette filed the certificate. . . . Bert E. Friedlob Productions, Inc., has been empowered to conduct a film productions business in New York. Capital stock is 200 shares, no par value. Attorneys are Stillman and Stillman.

Richardo Montalban, star, 20th-Fox's "A Life In The Balance," is seen in New York recently receiving the first ticket to the special Neighbors United benefit premiere of the film at the Beekman. From left to right are seen 12-year-old Jose Perez, who also appears in the picture; Montalban; Mrs. Emmett Holt, Jr.; and Dr. Francisco Villagram, Consul General of Mexico.

Tele-Cine Productions, Inc., has been formed to conduct a motion picture business in New York. Capital stock is 200 shares, no par value. . . . Spar Drive-In Theatre, Inc., has been incorporated to conduct a motion picture business, with offices here. Incorporators are Julius Perlmutter, Max Zuckerman, and attorney Lewis A. Sumberg. Capital stock is 200 shares, no par value. The Spar opened its 1955 season with Mr. and Mrs. Al Levine, Saratoga, N. Y., in charge. Spar has been equipped with new lenses for CinemaScope, shown on its regular 60-foot-wide screen.

Fabian's Saratoga Drive-In reopened for its 15th season with a new wide-screen, on which "King of the Khyber Rifles" was shown as the first CinemaScope production. Roses to the women and cigars to the men in the first 250 cars, plus lollypops to all the children were an added feature of the relighting. George Lourinia manages the Saratoga, built by Neil Hellman in 1941.

A former Albany motion picture critic, Clifton E. Bradt, The Knickerbocker News, is suing Paramount for $125,000 for injuries claimed to have been suffered in attempting to rescue actress Cass Daley from a runaway steer on Bing Crosby's Elko, Nev., ranch while Bradt was there as guest of Paramount for the world premiere of "Here Comes the Groom." Bradt, now an editorial writer, stated in papers filed with the Albany County Clerk that the incident occurred July 31, 1951, during a riding contest staged by Paramount on Crosby's ranch. Miss Daley's steer broke loose as Bradt stood nearby, according to the complaint. In compliance with the instructions of the defendant's employes to "grab the rope," Bradt added, "he did so in an attempt to rescue the rider." The newspaperman contended he was thrown to the ground and dragged into a pile of rocks, suffering a broken collarbone and torn ligaments.

Chancellor Henry T. Heald, New York University, recently presented Stanley Kramer, producer, UA's forthcoming "Not As A Stranger," with a citation honoring his film achievements at ceremonies held in NYU's Vanderbilt Hall, as Mrs. Kramer looked on. Kramer is an alumnus of 1933.

The Evangelist, official weekly of Albany Roman Catholic Diocese, for the second time within a month set its editorial sights on a local theatre exhibiting a "condemned" by the National Legion of Decency picture. The Grand and "Three Forbidden Stories" were the target, under the caption, "Albany Theatre Shows Contempt For Decency." Editorial said, "The Grand Theatre, Albany, is the most recent movie house to bill a picture totally objectionable for all audiences. . . . Catholics as individuals and in groups as members of Catholic organizations, are reminded of their oath to uphold the principles governing the Legion of Decency, and are urged to demonstrate effectively their objections to the management of the Grand Theatre by boycotting this movie house."

Daylight saving time, often unwelcomed by theatre operators, is mandatory throughout New York State from the last Sunday in April to the last Sunday in October this year. Governor Averell Harriman signed the Williamson bill changing the long-followed optional plan and extending "fast time" a month. The new schedule will "enrich our people's lives" and "should prove a boon to our working people who may spend more daylight hours with their families," commented the Governor in signing the measure. Its introducer, Senator Pliny W. Williamson, Scarsdale Republican, had said the legislation was designed to elminate time conflicts with neighboring states and clear up confusion within New York State.

A projected drive-in at Sidney, N. Y., ran into delay when the site originally selected had to be abandoned because the lights would interfere with planes landing at a nearby field, according to word from that Delaware County community. Another location was to be chosen.

The Federal Communications Commission held a hearing in Washington on a protest filed by Van Curler Broadcasting Corporation, operator, WTRI-TV, now off the air, over the change in ownership and control of Hudson Valley Broadcasting Company, operator, WROW-TV. Stanley Warner Theatre Corporation owns a 50 percent interest in Van Curler. The latter charges transfer of control of WROW to a new group of stockholders, headed by Lowell Thomas and Frank Smith, involved a prior agreement to shift the Columbia Broadcasting System's local alternate affiliation from

MGM's 15th Ticket Selling Workshop held in Buffalo recently at the Statler Hotel drew a crowd of over 350 exhibitors from Canada and the Buffalo area. Seen, in the usual top to bottom, left to right, order are Jim Partlow, who operates two drive-ins in Orlando, Fla., and a panelist on that type of operation; A. J. Kalberer, Indiana, Washington, Ind., and city manager, Switow Circuit, Louisville, Ky.; Garfield Cass, Toronto MGM manager; Jack Sogg, Cleveland MGM manager; Jack Mundstuk, MGM Buffalo branch manager; Jerry Collins, Loew's Theatres publicity and advertising head in Toronto; Sam Gilman, publicity head, Loew's State, Syracuse; Jack Clark, London Loew's, London, Ontario; Lester Pollock, publicity head, Loew's theatres, Rochester, N. Y.; Frank Murphy, division manager, Great Lakes Division, Loew's, Cleveland; Carl Rindcen, Shea's Buffalo, Buffalo; and Edward Meade, Shea Publicist, Buffalo; and Hillis Cass, general sales manager for MGM in Canada; Jim Moore, Cleveland district manager, Coca-Cola; Mike Simons, director of customer relations for MGM; Charles Okun, national representative for Coca-Cola; J. P. Byrne, eastern MGM sales manager; Tom Spencer, district sales manager for Coca-Cola; and Emery Austin, MGM exploitation head.

WROW to WTRI. When the latter happened, WTRI signed off, because it had no network connection and could not compete for advertisers and viewers. WROW also continued American Broadcasting Company and DuMont tie-ups. WRGB-TV, pioneer VHF station in Schenectady, holds a CBS hookup for many shows. WROW and WTRI are UHF operations. WTRI's sports and publicity director, Steve Davis, is a new father. Mrs. Davis recently gave birth to a daughter in Albany. Davis served in exploitation capacities for MGM and National Screen Service, New York, prior to joining WTRI- TV here. He also was sports director of a Glens Falls radio station at one time.

Buffalo

F. W. Durkee, Jr.'s latest teleplay, "Watch Me Die," performed on NBC's Philco TV Playhouse, has just been purchased for the movies by Lou Walters, owner, New York's Latin Quarter, who will make it his first venture as an independent Hollywood producer. . . . Safety clubs for children have been organized by Charles McKernan in the Seneca, and Bill Colson in the Niagara, both UPT community houses. The clubs have been endorsed by Francis P. Gaughan, police traffic director. Special membership cards are being presented to the children when they sign up at the Saturday matinees. Each card is numbered on the back and each Saturday there are special prizes for the kids. Members pledge to abide by all safety rules.

Arthur Krolick, district manager, Paramount theatres, Buffalo and Rochester, N. Y., returned from the world premiere of "Strategic Air Command" at the New York Paramount enthusiastic over the outlook for the local engagement at the Paramount the middle of May. Krolick also wired from New York greetings to the 2256th Air Reserve Flying Center from James Stewart. The Buffalo organization, the Bison Wing, is a lineal descendant of Stewart's World War II bomber command, and proud of the relationship.

Jack Tishkoff certainly went to town in announcing the re-opening of his Central drive-in on Long Pond Road near Rochester. Jack used big ads to announce the installation of a new CinemaScope screen and a new, enlarged ladies rest room, as well as a new refreshment pavilion. . . . There's a new drive-in, the Wehrle, near the drive whose name it has taken. It was constructed with all the fittings devised for presentation of the latest projection processes. Area drive-in operators have spent from $25,000 to $75,000 for new equipment, for remodeling, and for ground improvements. The half score now presenting programs changed Sundays and Wednesdays can accommodate close to 10,000 cars.

Myron Gross, manager, Buffalo cooperative Theatres office, sets 62 programs every week, every one with double features. The total is more than twice the number of theatres because eight of the 27 booked by Gross change their programs three times each week, while the majority change just twice. . . . Drive-ins in some instances are used for church services. The Skyway Niagara, for example, has been utilized for community services in the summer months for several years. Bill Brett, manager, Niagara, inaugurated the idea. There are several in the Rochester area used in like manner, where many were used this year for Easter Sunrise Services.

The Amateur Cinema Club of Buffalo put on its Ninth Annual Movie Salon in the Museum of National Science. Films shown were selected from the top 10 of the Maxim Memorial Winning Films of 1953. . . . Lester Pollock got a lot of publicity in the Rochester prints when he arranged to have newspaper photogs grab shots of Cleo Moore, who was in to do some tub-thumping for "Women's Prison," Loew's. . . . Eddie Meade, Shea circuit ad-pub chief, arranged a two-week exhibit on the mezzanine of Shea's Buffalo showing the work of the Buffalo chapter of the Professional Photographers Society of New York. Twenty-eight exhibitor members participated. The exhibit attracted much attention from patrons of the Shea circuit flagship. . . . Among the industryites who will attend the International Variety Clubs convention in Los Angeles, May 4-7, are Gus Basil, Basil Circuit and Mrs. Basil; Mr. and Mrs. Marvin Jacobs; Mr. and Mrs. Billy Keaton; Dewey Michaels, Michaels Circuit; Mr. and Mrs. Dave Miller; Mr. and Mrs. Carl Sciandra; and Mr. and Mrs. Murray Whiteman.

The Women's League of the Buffalo Variety Club announce the following new members: Fay Kahen, Freda A. Marcus, Mamie Olshan, and Mae A. Rowe. Happy birthday congratulations are in order for these league members, Lee Gross Adams, Lil Altman, Mary Basil, Helen Chinell, Rose Fried, Debby Gaines, Ruth Geffen, Nedra Gray, Bertha Kemp, Florence Kiley, Rita Rothschild, Pauline Shuman, Gladys Simon, Lillian Sussman, and Mildred Whiteman. . . . Sidney Pfeifer, prominent Buffalo attorney, and a member of the National Board of Directors, United Negro College Fund, Inc., was the speaker at the Variety Club of Buffalo Women's League luncheon and meeting in the Tent Seven headquarters.

The condition of Federal Judge John Knight, who presided at the lengthy Schine Chain Theatres, Inc., trial in Buffalo and from whom a verdict still is awaited, is "fair" according to Buffalo General Hospital, where he was taken following a mild stroke. Judge Knight, a resident of Arcade, N. Y., will celebrate his 84th birthday on April 29. . . . Elmer F. Lux, head, Elmart Theatres, and president, Buffalo Common Council, presided at a meeting of the board that operates Kleinhans Music Hall and at which Charles H. Diefendorf, board chairman, Marine Midland Corporation, and president, Marine Trust Company, was named the new president. Lux is second vice-president of the board, the official name of which is Kleinhans Music Hall Management, Inc.

Saundra Unger, biller, Paramount, was married to Sherman Chodrow, Buffalo accountant. Rabbi Joseph Fink officiated.

Gloversville

Following the screening of "East Of Eden," Glove, recently, manager John Corbett and Bob Van Buren felt that James Dean was going to be a star the teenagers could drool over. With the booking set, Van Buren worked out a plan to get the kids talking about Dean in advance and here is how it was done: A meeting was arranged of high school girls, at which an informal discussion was held in the theatre. This group was named the Young Theatre Group of Gloversville High School. Some of the girls had seen Dean on TV, and all were in accord that he was just what they would "go for." The young ladies elected a popular high school student as president of the Gloversville James Dean Fan Club. For a week in advance, a registration booth was in the lobby of the theatre. A 40x60 with a photo of Dean in a large red heart was featured, along with copy, "Join the James Dean Fan Club. See, etc." A message on the 40x60 was signed by the fan club president. Each night during the week several of the girls were around the lobby asking other girls to join the club. Their raves over the star were great plugs for the film. A special mimeographed form was made up saying that all girls should see James Dean in "East Of Eden." At the bottom was a space for them to fill in name, age and address. The club will have a complete filing system, keeping the names in alphabetical order. These forms also acted as heralds and were distributed in the high school, YWCA, and sorority groups, etc., by members of the club. Corbett made arrangements with the local radio station for the president to appear on a popular afternoon disc jockey show. She asked for members and also read off the names of those who'd joined so far. Corbett is securing photos of Dean to give club members and at the conclusion of the membership drive, a letter to the young star will be drafted and signed by all the girls. All in all, a great publicity stunt at local level to introduce a new star.

Tom MeMahon, manager, Sutton, New York City, reeently greeted the first 100 patrons lined up for the premiere of UA's "Marty" with free reeordings of the title tune.

Hoosick Falls

New, which George Bodenheim, Poughkeepsie, N. Y., recently took over, will be bought and booked by Upstate Theatres., Inc., Albany, after a three-week shutdown for refurbishing. A wide-screen is one of the modernizations added by Bodenheim. Mary Graham, Troy, N. Y., operated the New for many years, with the late Irving Barker as manager. Following Barker's death, Larry Nimmins was promoted from projectionist to manager.

Rotterdam

Harry Lamont is advertising a 65-cent admission for adults at Riverview Drive-In.

Harry Greenman, manager, Capitol, New York City, used a riekshaw and pretty girl to tip Broadway erowds to the opening of UA's "The Purple Plain." Win-Min-Than, Burmese star of the film, made a lobby appearanee opening day and autographed photos for fans.

EYEING THE Exchanges

U-I — Night shipper Bobo Cricson went to the hospital for an operation. . . . Edward Dude, night examiner, is off for a two months leave of absence. . . . Night examiner Morris Harris is to be married soon.

20TH-FOX — Alice Schwartz has been switched from the boxoffice department to the contract department. . . . Birthdays are due for Ann Jones and Maureen McCormack in mid-May. . . . Booker's secretary May LoVarco is expecting a child in October. . . . Joan O'Keefe has gained a promotion from the bookkeeping department to secretary for office manager William Cohen. . . . The stork is expected by Alice Schwartz in November.

COLUMBIA — Student booker Hal Rouster is back from a Florida visit. . . . An Arizona vacation is being had by head booker Katherine Becker. She went there to visit her daughter. . . . Francis Taylor was well remembered on her recent birthday.

UA — Tom Kneitel has been promoted from student booker to booker. . . . The girls in the office gave Sophie Bochio a surprise luncheon in celebration of her birthday. . . . A new addition to the UA staff is Phil Parrise. He has joined the company as a student booker. . . . Office manager Nat Morris is back at work after a week in the hospital.

RKO — A surprise luncheon at the Famous Kitchen was given June Jacobson. Best wishes for a life of marital bliss. . . . Steno Ruth Hirsh was out due to illness. . . . District manager Lenard Gruenberg was away for a vacation.

MGM — Secretary Trudy Shapiro has retired to pursue the life of a housewife. . . . Switchboard operator May Ellis was home recuperating from her recent operation. . . . In mid-May, birthdays will be celebrated by booker William Frankle and bookkeeping machine operator Mary Mayham.

RAMBLIN' 'ROUND — AA biller Rita Salgado, who recently had a birthday, was home celebrating with a virus. . . . Principal is soon to rerelease "Fallen Idol." . . . Business Education's Jerry Schpiro was appointed audio-visual coordinator for the PTA at PS 180 in Brooklyn. . . . Irene Anastasio, Republic switchboard operator, went to Connecticut for the weekend. . . . Victor Hattam, Variety Movies, will sail on May 12 for a two months vacation in his native Israel. . . . Angela Tomasetti, daughter of the business agent of the Film Workers' Union, has joined Bonded in a secretarial capacity. . . . Warners booking clerk Lilian Weinberger was recently engaged. . . . Agnes McLaughlin, assistant cashier, Warners, was home recuperating from a recent operation.

NEWS OF THE Territory

Philadelphia
Crosstown

The Philadelphia Motion Picture Preview Group are holding their annual luncheon tomorrow (May 5) at the Warwick Hotel. An award and citation will be presented to pioneer exhibitors Alexander R. Boyd, Frank W. Buhler, and Louis N. Goldsmith, Boyd Enterprises. The presentations will be made by William C. Gehring, executive assistant general sales manager, 20th-Fox, and Mrs. Arthur Goldsmith, chairman of the luncheon and the PMPPG. This will be followed by a "surprise" award and a fashion show staged by Gimbel Brothers. The theme is "A Philadelphia Story."

The SW Stanley; the SW Stanley, Camden, N. J.; and the SW Stanley, Chester, Pa., will carry the closed circuit large screen TV of the Rocky Marciano-Don Cockell heavyweight championship match on May 16. These are the only area theatres to have the telecast, which will not be on home TV. Reserved seats prevail at all three theatres.

American and Asiatic beauty queens reigned at the "Ball of Stars" held last week at the Bellevue-Stratford Hotel under sponsorship of Welcome House, a voluntary organization whose program is to assist and plan an adoption program for American-born children of American and Asiatic patronage, so that they might be placed in desirable homes in the U. S. Shirley "Cinderella" Jones reigned as the American queen and Shirley Yamaguchi, Japan's favorite film star, was the Asiatic Queen, Miss Jones comes from Smithton, Pa., small coal-mining town, and is star of Rogers and Hammerstein's forthcoming Todd-AO film, "Oklahoma!" set for release late in July. Others in the show were Gordon MacRae, who portrays "Curly" in "Oklahoma"; his wife, Sheila MacRae; Dorothy Sarnoff, Ann Jeffreys, Jane Pickens, Robert Sterling, Henry Fonda, Paul Whiteman and many others. Oscar Hammerstein and Mrs. Mark Clark, wife of General Clark, were masters of ceremonies. Tony Beacon, well-known columnist, was in charge of public relations.

Don Robinson, former correspondent for "Stars and Stripes" and long-time friend of Film Rowites, will open Philadelphia's first authentic coffee house since colonial days, Cafe Rodin. The menu will feature seven different types of coffee, imported delicacies, and a buffet luncheon and dinner. Rumor has it that several industryites are associated with Robinson in the venture. Cafe Rodin will be located at 210 South Quince Street, former residence of Variety Club member Dick Keller, Community Chest publicity man.

Guarantee:

Berlo will make your refreshment stand more profitable!

Whether you operate an indoor or drive-in theatre . . . in a busy metropolitan area or restricted neighborhood section . . . you'll earn more actual net profit when Berlo operates your refreshment stand than you can earn running it yourself!

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And, you will still earn *more* net profit from your refreshment stand when it's Berlo-operated than you do now.

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Zachary Scott, starring in Allied Artists' "Shotgun," was in to promote the opening of the film at the SW Stanley. He was accompanied by publicity representative Harry Goldstein. Scott appeared at the theatre to sign autographs and made several radio and TV appearances, as well as interviews with the press.

Henry Friedman became a proud grandfather, when his son, Stanton H., Lawndale and Harrison theatres, became an equally proud father of a baby girl, Fran, born in Einstein Medical Center, Northern Division, and weighing in at five pounds and 13 ounces.

George Resnick, Cayuga and Dell, returned from a vacation.

The SW Stanton reopened after installation of a wide screen and complete refurbishing. The SW Stanley is also having a new screen installed, etc., in preparation for the debut of VistaVision and Paramount's "Strategic Air Command."

Vine Street

The engagement of Marliyn Green, daughter of Jack Green, Majestic Press, printers, MOTION PICTURE EXHIBITOR, and Don Weiner, son of Harry Weiner, district manager, Columbia, was announced.

Max Miller, UA publicist, received an Ikoflex camera from his wife for his birthday. He says he can now compete with Jack Goldman, MOTION PICTURE EXHIBITOR staff photographer. . . . Murray Weiss is no longer selling for Screen Guild.

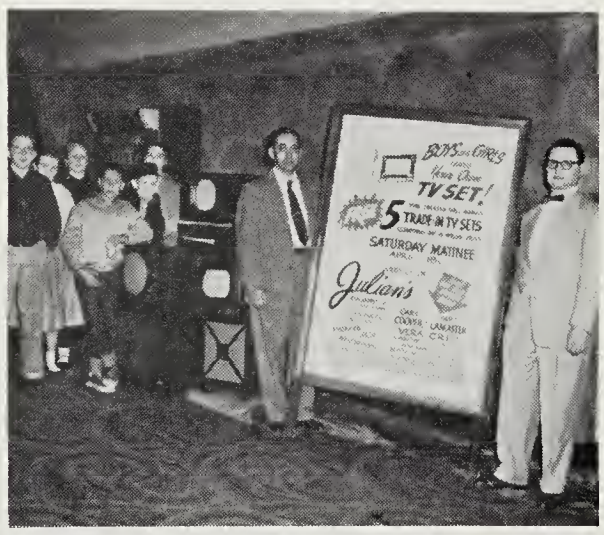
Milt Young, Columbia publicist, is recuperating at home after an operation.

The drives at the various exchanges were progressing nicely, with the staffs at Warners and United Artists particularly pepped up.

Al Plough, manager, SW Stanton, Philadelphia, recently arranged a sidewalk bally on U-I's "Revenge Of The Creature" and "Cult Of The Cobra" in a tieup with Penn Center Camera Stores. Any girl with "dare" had her picture taken free with a replica of the "creature," right.

District of Columbia
Washington

VARIETY CLUB: The following members will celebrate this year their 20th anniversary as barkers of Tent 11. They are Harry F. Bachman, Alan J. Bachrach, Nelson B. Bell, Sam Bendheim, Jr., Rudolph Berger, Frank M. Boucher, Harry S. Brown, A. Julian Brylawski, Fulton Brylawski, Dr. E. A. Cafritz, George A. Crouch, Clark M. Davis, William Vincent Dougherty, Myron G. Ehrlich, Philip Ershler, Jake Flax, Sam A. Galanty, George Gill, Nat Glasser, Robert M. Grace, L. E. Harris, Elmore D. Heins, Albert Hubschman, Fred S. Kogod, James J. Lake, A. E. Litchtman, Harry E. Lohmeyer, Sidney B. Lust, Joseph P. Morgan, Charles E. McGowan, Alvin L. Newmyer, James A. Pratt, O. J. Ratto, Herbert Sauber, Henry Scholz, Dr. Frank Shyne, Robert B. Smeltzer, Morton G. Thalhimer, Samuel N. Wheeler. . . . The Variety Club Mother's Day Luncheon on May 9, in the Blue Room of the Shoreham Hotel, promises to be a gala affair. Mrs. Richard Nixon, Mother of the Year, will be the guest mother. There will be cocktails at 12:30 and luncheon at 1 p.m. There will also be souvenirs and door prizes. Tickets are $4 per person and can be obtained from the secretary of the Variety Club. Milton S. Kronheim is chairman of the affair. . . . The Variety Club membership committee has approved the following men for associate membership: Dick Baridon and Clarke Bairdon, Clarke Baridon Contractors; William Weinberg, owner, William of New York Hair Stylist Shop; and Max Gorin, retired builder. . . . The next Board of Governors meeting will be held on May 23. . . . The Variety Club had a "Night on the Islands" party in the club room. . . . Rudolph Berger, dean, Chief Barkers' Committee, is recuperating at home after surgery. His fellow Barkers send him best wishes.



Manager Ben Blumberg, center, SW 69th Street, Philadelphia, recently arranged an interesting giveaway for kids to boost his Saturday matinee business. With the assistance of Mr. Julian, right, who runs a local electrical appliance store, he awarded five reconditioned TV sets to lucky children and the promotion paid off.

Jack Klein, former shipper, United Artists, is confined in Sibley Hospital. Klein would like to see or hear from his friends either by a visit or card.

COLUMBIA: Sam Galanty, division manager, returned from Cincinnati after a routine visit with Phil Fox, branch manager. . . . Chick Wingfield, salesman, is convalescing at home after undergoing surgery at Emergency Hospital. . . . Bessie Murdock, inspectress, returned to work after a siege of bronchitis. . . . Elmer Moore, head booker, reports that his garden is blossoming beautifully.

20TH-FOX: I. Sichelman, branch manager; John O'Leary, sales manager; Bob Smeltzer, office manager; and Sara Young, head booker, attended the Atlantic district sales meeting in Philadelphia at the Warwick Hotel. . . . Mary Claspell, branch manager's secretary, is vacationing at home for a week. . . . Bob Cutler, shipper, was on the sick list.

DISTRICT THEATRES: Mrs. Clark Davis is home recuperating after a minor operation. . . . Mrs. Portia Wittingham, operator, celebrated a birthday last week.

U-I: Beatrice Longo celebrated a birthday. She is marking the days until she will celebrate her second wedding anniversary. . . . Carmella Bello is eagerly awaiting results of her efforts since following her diet. . . . Helen Keegan, secretary to branch manager, rented a house to accommodate the new baby when it arrives. . . . The new girls in the office are Mrs. Doris Broderick, new secretary to Ray Forman, office manager, and Mrs. Anna May Wong, contract department. . . . Alice Tragvalianni is happy over buying a new car. . . . Nate Shor, booker, and wife

"KIDDIE RACES"
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EXPLOITATION FILMS — *Now Available*
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"Marihuana Story"
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All Sensational Grossers!!!

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Two Rear Shutter Simplex Projector Heads recently rebuilt for CinemaScope. Changeable apertures. $200.00 Pair (which is less than rebuilding costs).
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MR. LYLE TRENCHARD, Gen. Mgr.
WILLIAM GOLDMAN THEATRES
15th & Chestnut Sts., Philadelphia 2, Pa.

will celebrate their first wedding anniversary. To mark the occasion, Nate is presenting his wife with a new Pontiac Catalina car. . . . Charles Simonelli and Phil Gerad, publicity executives, home office, were in with David Polland, U-I press representative, in connection with screening for Pentagon brass of "To Hell And Back."

—T. C.

Delaware

Wilmington

Robert P. Maclary, Pleasant Hill Drive-In, announced its closing for one day because of a death in the famliy. . . . Edgar J. Doob, manager, Loew's Aldine, submitted a publicity story on "The Prodigal" to Betty Burroughs who used it on her "Of This 'n' That" column in the Wilmington Morning News. . . . The Kerry Drive-In installed CinemaScope.

—H. L. S.

Maryland

Baltimore

A bill was introduced in City Council here by Councilman William Bonnett who also is a member of the City Planning Commission, urging that in the future, paved and marked parking lots shall be provided on the same building lot or within 300 feet of 12 types of structures, including motion picture theatres. The bill calls for one space for each four seats.

The Allied Motion Picture Theatre Owners of Maryland, Inc., has gone on record as being opposed to parking meters which are being advocated by the City Council. Theatre owners and exhibitors contend that the one-hour parking permitted by meters will discourage moviegoing. . . . Baltimore exhibitors attending the Variety Club's annual convention in Los Angeles include Jack Whittle, chief barker, Baltimore Tent; Pete Prince, MGM; Milton Schwaber, owner, Schwaber Circuit; Howard Wagonheim, also Schwaber Circuit, and Mrs. Wagonheim; and Milton Caplon.

J. Stanley Baker, head, Hicks-Baker Circuit, and Mrs. Baker were among "first-nighters" to see "The Seven Year Itch" at Ford's. . . . Aaron Seidler, New Albert, was in New York on business for several days. . . . Dom DeLawney, owner, Carroll and State, Westminster, Md., was in town for a business conference.

Leon Back, general manager, Rome Theatres, flew to California for a visit with his mother. . . . C. Robert Moore has joined the projectionists' staff at the Stanley. Miss Caryl Hamburger, manager, Little, was in New York for both business and pleasure.

Rodney Collier, Stanley manager, is hard at work as chairman, Baltimore Variety Club's benefit baseball game between the Baltimore Orioles and Boston Red Sox on the night of May 24 at Memorial Stadium. . . . Both the Stanley and State have signed to take the Marciano vs. Cockell championship fight over closed TV circuit on the night of May 16. . . . Harry Goldstein, Allied Artists, was in town handling advance promotions for "The Annapolis Story," due at Keiths. Together with Harold Colley, Keiths regular press chief, he put on a TV campaign to select a "date" for film actor Kevin McCarthy while he's in town for personal appearances.

—G. B.

It was happy birthday with cake and all good things for those recently celebrating with Herbert Bennin, MGM Washington branch manager. From left to right are Jeanette Richmond, Hazel McCarthy, Edith Hislop, Doris Perrie, Bennin, Ida Barczofsky, Rhoda Zell, and Alice Clark.

Legislative Error Taxes Film Rentals In Maryland

BALTIMORE—An apparent error in the state legislature will add two per cent to the cost of all film rentals in the state, it became apparent last week with the passage of a law placing a two per cent tax on all rentals in the state.

The move was aimed at taxi fleets, truckers, and bus operators, who were evading Maryland's two per cent sales tax by leasing tires instead of buying them, so the same toll was placed on rentals. Exhibitors thought that their interests were being protected, but the rentals measure was included in a $30,000,000 omnibus tax bill passed at the last minute, and Governor Theodore R. McKelden, forced to sign the bill or have no tax law, signed it.

Exhibitor interests now will appeal to the State Tax Commissioner for a special ruling to exempt film rentals from the tax, which they held was the intent of the legislature.

Michael Meyerberg, producer, RKO's "Hansel and Gretel," recently received a Daughters of the American Revolution citation for the film in Washington from Mrs. F. Allen Burt, chairman, motion picture division, DAR, left, and Mrs. Gertrude S. Carraway, president general, New Bern, N. C.

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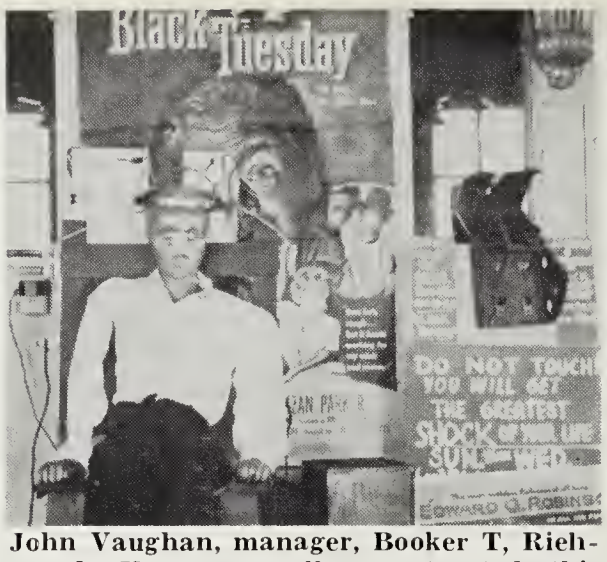
May 16 — 2 o'clock

WM. H. SNYDER, JR.
New Oxford, Pa. Phone 4-4591

Ralph Collier, WCAU, and Mauriee Rohrbaeh, Swiss Counsel, reeently eongratulated Phyllis Broekbank, winner of "Early Bird" contest on "Cinerama Holiday," Boyd, Philadelphia. Mrs. Broekbank gets free holiday in Switzerland as grand prize.



John Vaughan, manager, Booker T, Riehmond, Va., personally eonstrueted this effeetive lobby display on UA's "Blaek Tuesday." The dummy was an outeast from a elothing store, and the entire display was put together at a eost of $1.00.

MGM's "The Glass Slipper" float is seen at the Film Centre, Baltimore, Md., reeently where it gained attention during opening week of the film. The theatre's manager, Miss Caryl Hamburger, was responsible for the promotion.

Leonardtown

Mrs. Catherine Marshall, author of "A Man Called Peter," which played at the Park, Lexington Park, Md., visited St. Mary's County and is seeking a home here, where she will live quietly away from the hustle and bustle of the nation's capital. . . . Th 235 Drive-In, California, Md., is holding "Family Night" every Tuesday, with all who attend admitted for $1 per car load. . . . General manager T. L. Harrison, Jr., is happy at the Park and Plaza, Lexington Park, Md., with a visit of his mother from Newburn, N. C. She plans to build a home near here, Harrison says.

Pennsylvania

Pottsville

The Deer Lake, Deer Lake, Pa., was sold by the owner, Simon Milanich, Upper Darby, Pa., to St. Ambrose Catholic Church, Schuylkill Haven, for $14,000. The one-story frame structure will be used, said the Reverend William J. Powers, as a chapel for parishioners in the Deer Lake area. Air-conditioned, the building was used for a long time as a movie house and in the past several summers as a summer stock theatre.

Reading

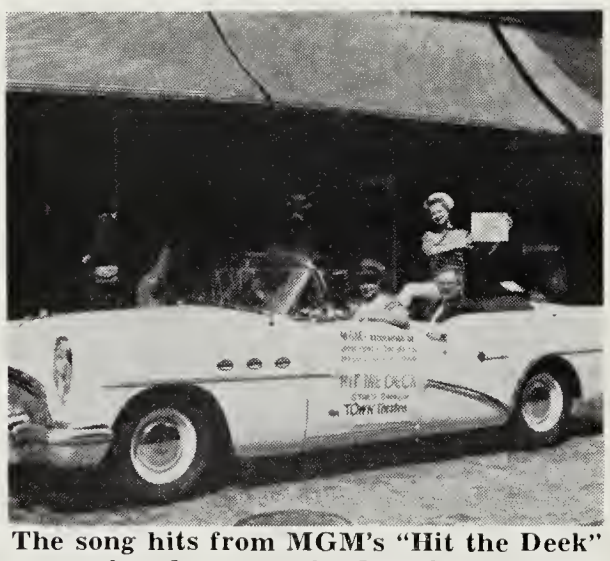
Protests by parent-teacher groups against the showing of "Blackboard Jungle," currently at Loew's, this city, boosted interest in and attendance at the show, Loew's manager Bob Diem found. The picture was held over for a second full week. . . . The Warner tied in with Pomeroy's Inc., department store, for advertising and publicity for "Davy Crockett," a Davy Crockett costume contest featuring the tieup. A German bicycle was first prize, and nine other valuable prizes were offered to boys and girls appearing at the theatre in the best Davy Crockett costumes.

Scranton

Miss Joan Farrell, former employe, Comerford accounting department, in St. Paul's Church became the bride of James O'Boyle a one-time student manager, Capitol, and the nephew of Comerford's genial manager, Ed McGovern. . . . Steve Olexa, propietor of a local sign shop and a familar figure with all theatre personnel here, died suddenly. . . . Dr. Joseph Comerford, president, Lackawanna County unit of the Cancer Society reported that "Cancer Control Sunday" was observed in Lackawanna County as a spiritual highlight of the American Cancer Society's current crusade against the disease.

Riviera manager Neil Conway has issued over 100 invitations to Catholic Priests of the area including the Jesuit Priests of the University of Scranton to a screening of "The Immortal City." . . . A new multiple unit walk-in, self-service concession stand with provisions for candy, soda, ice cream, hot dogs, etc., has been installed in the Westside with thoroughly satisfying results as reported by manager Paul Tigue.

Michael B. Comerford, manager, real estate department, Comerford Theatres, has been named by Mayor James Hanlon to the nine man citizens committee whose function is to attempt to terminate the strike of the Scranton Transit operating and maintenance employees. . . . Frimi Spiegel, daughter of Harry Spiegel, Comerford advertising department, is among the 50 Mizrachi Group who in the latter part of June will take a students' tour to Israel. . . . Business agent, Local B 329, John Corby, Riviera, has taken a year's leave of absence from his duties and will take up residence in Atlanta. . . . Comerford's Waverly, N. Y., district manager Tom Carey and his family were the recent holiday guests of Mr. and Mrs. Joseph Rooney, nearby Clarks Summit.



The song hits from MGM's "Hit the Deek" were played over a loudspeaker reeently in this swank eonvertible whieh made a hit with the shopping and business distriet erowds before the pieture opened at the Town, Baltimore, Md. Diek Dizon, manager, is in the ear with a feminine assistant, who held up the reeords.

Mrs. Nan Scanlon Walsh, former Comerford accounting department employee, became the mother of a baby son born in the Mercy Hospital. . . . Agent Abe Feinberg, New York City, one time associated with Comerford enterprises, presented eight acts of entertainment at the Temple in connection with the Pennsylvania State Bankers' convention held in this city. . . . A one time employee of the Strand, Frank Keller, staff pianist, radio station WARM, died in the Moses Taylor Hospital.

Ellen McAllister, Comerford accounting department, accompanied by her sister Joan, returned following a New York visit. . . . A daughter was born to Eileen McLaughlin Kelly, former local resident and a niece of George Beattie, Goldman Theatres, Inc. . . . A birthday party of 20 youngsters was held recently in the Blue Lantern Restaurant honoring Hallie Walker, daughter of Comerford's Tom Walker. . . . Landy Campbell, Comerford Theatres, Inc., is a patient at the Scranton State Hospital. . . . Lieutenant Commander Michael B. Comerford, USNR, and Lieutenant Commander John Erhardt served as delegates of the Scranton chapter at the annual convention of the Pennsylvania Department of Reserve Officers Associations held in Mechanicsburg, Pa. Mrs. Comerford and Mrs. Erhardt also attended the convention as representatives of the Local Ladies' Auxiliary.

Variety Club

Tent 13, Philadelphia

The Tent's gin rummy and canasta tournament starts May 13. Max Gillis is men's chairman; and Mrs. Jack Engel, is women's chairman. The affair is expected to decide once and for all who is the men's gin champ and who is the ladies' canasta champ. $50 U.S. Savings Bonds will be awarded each winner. . . . Don't forget to get your tickets for Johnny Night which will take place on June 1 at Connie Mack Stadium with the Phillies playing the Chicago Cubs.

MOTION PICTURE
EXHIBITOR
SERVISECTION

The original Pink Section evaluations of features and shorts

Published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York City, West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; P. J. Greenhalgh, general manager; H. M. Miller, editor; Max Cades, business manager; George Nonamaker, Mel Konecoff, Al Erlick, associate editors.

SECTION TWO
VOL. 54 • No. 1

MAY 4, 1955

BUENA VISTA

Lady And The Tramp

CARTOON
75M.

(Technicolor) (CinemaScope)

ESTIMATE: Highly entertaining Disney cartoon feature.

CREDITS: The voices of Peggy Lee, Barbara Luddy, Larry Roberts, Bill Thompson, Bill Baucon, Stan Freberg, Verna Felton, Alan Reed, George Givot, Dallas McKennon, Lee Millar, and the Mello Men. Songs by Peggy Lee and Sonny Burke; associate producer, Erdman Penner; directed by Hamilton Luske, Clyde Geronimi, Wilfred Jackson.

STORY: In 1910, a cute puppy is given to a married couple, Jim Dear and Darling, his wife. She is named Lady and makes friends with neighboring pets, a scotch terrier and an aging bloodhound. A change occurs and she is ignored as the couple expect a baby. Hurt, she listens to a mongrel named Tramp, who warns her to watch out for the arrival of the heir. But after the arrival of a son, she helps care for the infant. One day, the couple take a trip and turn over the house and infant to Aunt Sarah and her Siamese cats, who make all kinds of trouble for which Lady is blamed and muzzled. Terrified, she breaks away and meets Tramp who takes her out on the town after the muzzle comes off. The dog catcher picks her up and she meets all kinds of characters in the pound where she also learns that Tramp is a gay dog with the ladies. She is returned home and chained to an outside doghouse. She sees a rat pop into the baby's room. Her frantic barks bring Tramp, and he kills the rat as Lady breaks her chain and arrives there too. Aunt Sarah is angry at the overturned crib and doesn't see the dead rat. She locks Lady in the cellar and summons the dog catcher for Tramp. As they cart him off, the master and mistress return, see the rat Lady shows them, and understand, rushing off to save Tramp. Come Christmas time, the house is filled with cheer and dogs for now both Lady and Tramp belong in the house as do their litter of pups.

X-RAY: Delightful and charming entertainment is to be found here for both young and old, and the reception of viewers should be fine. Walt Disney and staff have done a fine job technically, with colorful and expert creations in both character and settings, while the story holds interest. Both color and CinemaScope are assets. The new characters are lovable and should find favor with Disney fans. The tunes heard include "Home, Sweet Home," "He's A Tramp," "La-la-lu," "Peace On Earth," "The Siamese Cat Song," and "Bella Notte." The story was written by Erdman Penner, Joe Rinaldi, Ralph Wright, and Don DaGradi, based on a work by Ward Greene.

TIP ON BIDDING: Higher rates.

AD LINES: "A New Feature Cartoon Hit From The Walt Disney Studios"; "Wonderful Entertainment By The Master Of The Cartoon Feature"; "She Had Some Ideas . . . He Had Some Ideas . . . Put Them All Together And You've Got Wonderful Disney Entertainment For Young And Old Alike."

COLUMBIA

Seminole Uprising (743)

MELODRAMA
74M.

(Color by Technicolor)

ESTIMATE: Average lower half entry.

CAST: George Montgomery, Karin Booth, William Fawcett, Steve Ritch, Ed Hinton, John Pickard, Jim Moloney, Rory Mallinson, Howard Wright, Russ Conklin, Jonni Paris, Joanne Rio, Richard Cutting. Produced by Sam Katzman; directed by Earl Bellamy.

STORY: Indian chief Steve Ritch breaks out of his Florida reservation and takes his Seminoles to Texas where his forays and killing put pressure on the army. He takes the wife and child of rancher Rory Mallinson. Lieutenant George Montgomery, who knew Ritch and once lived with the tribe and who is suspected of being half Indian, is assigned the task of getting him and reports to Colonal Howard Wright. Montgomery once had a romance going with Wright's daughter, Karin Booth, until his Indian background forced her to break off. She is engaged to Captain Ed Hinton, but she is still attracted to Montgomery and he to her. Operations are planned so that Montgomery and his troop draw off Ritch whereupon Hinton can go into his hideout and retrieve Mallinson's wife and child. Ritch's wife and child are taken after it is learned that the Mallinson woman and child were killed. Mallinson and his men show, learn of the tragery, and offer to cancel Hinton's debt to him if he will turn the squaw and her child loose. He agrees, and they are killed. Ritch attacks the fort and carries off Booth. Mongomery and his men go after them with limited water and Hinton is ordered to meet them with water supplies on their return. Montgomery forces Ritch to surrender and agree to return to the reservation. Hinton, determined to kill Montgomery, drains off the extra water and decides to return to the fort, but a fight with one of his men results in the death of both. Montgomery and his men faced with death, are saved by Ritch, who realizes Montgomery is a friend. He also clears the way for the marriage to Booth by revealing that Montgomery is all-white but was found in a wagon when his parents died and he was brought up by the tribe.

X-RAY: There is a goodly amount of action and intrigue to be found in this entry, which should fit the lower half slot in okeh fashion, as well as some library footage which pads out the climactic action sequences. The story, acting, direction and production are average, and where this type of entry has been accepted, this too should satisfy. The screen play is by Robert E. Kent, based on the novel "Bugle's Wake" by Curt Brandon.

TIP ON BIDDING: Lower half rates.

AD LINE: "Half Indian . . . Half Devil . . . All Rebel . . . 'The Black Cat' Against The White Army"; "Thrills Throng The Screen In Blazing Fury"; "It Took The Army Two Years To Conquer This Chief And His Rebellious Seminoles."

IFE

Green Magic

DOCUMENTARY
85M.

(Color by Ferraniacolor)
(Filmed in South America)
(English narration)

ESTIMATE: Good documentary.

CREDITS: Produced by Leonardo Bonzi; directed by Gian Gaspare Napolitano; cameraman, Giovanni Raffaldi; edited by Mario Serandrei; commentary written by James Agee and narrated by Brett Morrison and Carlos Montalban.

STORY: The Bonzi Expedition in South America traveled 7,800 miles starting in Brazil crossing forests, swamplands, jungles, rivers, and the Andes Mountains, winding up in Peru. To be seen are the fishermen on the coast of Brazil, waterfalls, gay colored birds, diamond hunters in the Mato Grosso, Brazilian pioneers pressing into the interior to start life anew on freshly cleared lands, native dances, gauchos driving cattle across a river infested with cannibalistic piranha fish and sacrificing one of the herd so that the flesh-eaters would be distracted while the rest of the herd crossed safely. Rubber trees are tapped and the daily existence of one such rubber worker is shown until malaria catches up with him. A battle between two hostile snakes ends with one devouring the other completely. Atop the Andes, they witness Indian

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dances and a wedding ceremony. It's six months later when they board a plane for the homeward journey.

X-RAY: Packed with colorful settings and little seen objects of nature, this entry has a number of angles to sell. There is a compelling black magic dance ritual, a shocking attack by voracious piranha fish which strips a large heifer clean in a matter of minutes, a battle between snakes. The film, which is well done for its type although slight editing could have tightened it a bit, can play any type of house where audiences appreciate entries of this nature. The color gives an assist and interest is maintained pretty much throughout. It has won a number of awards abroad.

AD LINES: "A Jungle Expedition In South America Takes Along A Camera For An Exciting Film"; "Thrills . . . Jungle Scenes Never Shown Before . . . Colorful Natives And Their Customs . . . Primitive Savagery . . . All In Exciting 'Green Magic'."

MGM

Camille (524)

DRAMA 110M.

ESTIMATE: Good reissue for the art houses or regulation spots.

CAST: Greta Garbo, Robert Taylor, Lionel Barrymore, Elizabeth Allan, Jessie Ralph, Henry Daniell, Lenore Ulric, Laura Hope Crews, Rex O'Malley, Russell Hardie, E. E. Clive, Douglas Walton, Marion Ballou, Joan Brodel, June Wilkins, Fritz Leiber, Jr., Elsie Esmonds. Directed by George Cukor.

STORY: Beautiful, extravagant, and gay Greta Garbo, in poor health, has arranged to meet wealthy Baron Henry Daniell. Not knowing what the Baron looks like, she mistakes Robert Taylor for him. The Baron falls in love with her and asks her to go with him to Russia, but she refuses for reasons of poor health. He leaves and Taylor confesses his love for her. He promises to return to her home, but before he arrives the Baron returns. Taylor now convinces Garbo to leave the Baron and live with him in a country cottage. She agrees and spends an idyllic summer with Taylor. Taylor's father, Lionel Barrymore, learns about Garbo, and going to see her he begs that she give him up for the boy's sake. Garbo, although deeply in love, knows Barrymore is right. She again resumes her relationship with the Baron, and Taylor, brokenhearted, leaves the country. He returns to find Garbo on her deathbed and creditors camping outside her door. A deathbed scene shows Garbo and Taylor reaffirming their love.

X-RAY: This reissue, first released in 1936, contains good selling angles, the principal one being the Garbo name. A fine story, abounding in drama, romance, and tragedy, is expertly acted and directed. Good production also adds merit to this entry. Screen play is by Zoe Akins, Frances Marion, and James Hilton, from the play and novel by Alexandre Dumas, Jr. It has possibilities in all types of houses.

TIP ON BIDDING: Reissue price.

AD LINES: "Garbo Is Back . . . The Great Greta Garbo"; "The Famous Tragedy Of The 'Lady Of The Camellias' Is Brought To Your Screen"; "She Loved Him With All Her Heart, But Was She Worthy Of His Love?"

REPUBLIC

I Cover The Underworld (5434)

MELODRAMA 70M.

ESTIMATE: For the lower half.

CAST: Sean McClory, Joanne Jordan, Ray Middleton, Jaclynne Greene, Lee Van Cleef, James Griffith, Hugh Sanders, Roy Roberts, Peter Mamakos, Robert Crosson, Frank Gerstle, Willis Bouchey, Philip Van Zandt. Associate producer, William J. O'Sullivan; directed by R. G. Springsteen.

STORY: Mobster Sean McClory is up for parole, and his mob, led by Lee Van Cleef, serve notice on the rest of the underworld that McClory will be expecting his slice of the illegal pie. Police, worried over the new wave of violence sure to be kicked off by McClory's release, call in his twin brother, also McClory, a divinity student, who agrees to take the mobster's place and secure evidence needed to break up the gangs. The real mobster's mistress, Jaclynne Greene, and Van Cleef suspect that he is not who he claims, but at the same time, he wins the respect of gang member Robert Crosson and his sister, Joanne Jordan. The divinity student convinces other city mobs to merge with him, requiring written evidence of their operations, and a mass meeting is set. The real mobster McClory escapes and attends the meeting to reveal the masquerade, but Crosson calls the police. Van Cleef kills the mobster McClory by mistake and is himself shot as the mob is captured.

X-RAY: This has little to recommend it to any but the most undiscriminating moviegoers. The story is unoriginal and unbelievable, the acting spotty, and the writing and dialogue weak. Only the present lack of adequate lower-half filler is in its favor. Direction and production indicate the low budget nature of the venture. Screen play is by John K. Butler.

AD LINES: "Adventure Rips The Screen Like A Tommy-Gun Blast"; "No One Can Make Deals With Men Like These—Not Even The Police"; "The Shocking Gangland Plot That Almost Backfired On The Police."

UNITED ARTISTS

Kiss Me Deadly

MYSTERY MELODRAMA 105M.

(Parklane)

ESTIMATE: Mickey Spillane entry has the angles.

CAST: Ralph Meeker, Albert Dekker, Paul Stewart, Juano Hernandez, Wesley Addy, Marian Carr, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Nick Dennis, Jack Lambert, Jack Elam, Jerry Zinneman, Madi Comfort. Produced and directed by Robert Aldrich.

STORY: Private detective Ralph Meeker gives a lift to Cloris Leachman, obviously in trouble on a lonely road. They are waylaid by thugs who force them over a cliff. The girl dies, and Meeker winds up in the hospital and recovers. He is quizzed by police and FBI agents and released with a warning to keep his nose out of the affair. He comes across Gaby Rodgers, the dead girl's roommate, who fears for her life though she knows nothing. He avoids attempts on his life, continuing to wade through bodies and bits of information with the aid of secretary-girl friend Maxine Cooper. Gangster Paul Stewart warns him to mind his business or be killed. When his friend, garageman Nick Dennis, is killed, he redoubles his efforts and as the trail gets hot, Cooper is kidnapped. He is taken captive but kills his captors. He finds a key taken from the body of Leachman which opens a locker containing a mysterious insulated box which, when opened, slightly burns him. He leaves it and turns the key and information over to the authorities. He tracks down the trail of Cooper to the home of Albert Dekker, who is slain by Rodgers, who turns out to be working for Dekker. She also wounds him and opens the box, which burns her and the house and sets off an explosion that rocks the area after he gets Cooper out of a locked room. They take refuge in the nearby ocean.

X-RAY: This is really an off-beat entry with an excess of brutality, bodies, and plot involvements which is best suited for adult audiences. There is nothing pleasant about the film nor its characters, but there is a certain amount of appeal for dyed-in-the-wool Mickey Spillane fans, who are in a goodly majority according to his book sales. All kinds of camera angles are present, and low key lighting is used in abundance to set mood. The cast carries out its assignments in adequate fashion, and the direction and production is suitable to the work. It should do okeh as part of the program despite its excessive length. The screen play is by A. I. Bezzerides, based on the novel by Spillane. A song, "Rather Have The Blues," is sung by Nat King Cole and Kitty White.

TIP ON BIDDING: Program rate.

AD LINES: "When He Kissed Them . . . They Stayed Kissed"; "Mike Hammer Had A Way With The Dames And Crooks—He Treated Them Both Rough"; "Kiss Me Or Kill Me Was His Password To Blondes, Brunettes, And Redheads."

Top Of The World

MELODRAMA 90M.

(Baird-Foster)

ESTIMATE: Fair programmer.

CAST: Dale Robertson, Evelyn Keyes, Frank Lovejoy, Nancy Gates, Paul Fix, Robert Arthur, Peter Hansen, Nick Dennis, Russell Conway, William Shallert, Peter Bourne, David McMahon, Marya Marco. Produced by Michael Baird and Lewis R. Foster; directed by Lewis R. Foster.

STORY: Major Dale Robertson, an ace jet pilot, is reassigned to an Alaskan weather observation unit because he is considered too old for the fast planes. He is also notified by his ex-wife Evelyn Keyes by mail that he needn't send her any more alimony checks since she is doing alright in an Alaskan night club she opened and is running. Over Alaska, he and a crew are forced to bail out when their plane catches fire, but they are rescued shortly by Major Frank Lovejoy. Among the greeters at the base is public relations officer Nancy Gates, in love with Lovejoy, but he has fallen for Keyes in nearby Fairbanks and she is attracted to him. Robertson thinks Lovejoy should be warned against Keyes if things become serious, and he advises Keyes he will try to break things up. Robertson and a crew are sent out for stationing aboard an ice cap to send back weather reports and are marooned when a storm destroys their plane and radio equipment. Lovejoy helps rescue the marooned men and convinces Robertson that he and Keyes are still in love.

X-RAY: A saleable title plus some good Arctic film sequences plus cast names that can be of assistance are to be found here, along with a fair but implausible yarn, average characterizations, and suitable direction and production. It can round out the program in okeh fashion. The screen play is written by John D. Klorer and N. Richard Nash. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program rates.

AD LINES: "The Air Force's Air Weather Service In Action Near The North Pole"; "They Had A Big Job To Do And No One And Nothing Was To Stand In Their Way"; "'Operation Deep Freeze' Meant Action, Adventure, And Certain Death If Things Went Wrong."

Alphabetical Guide

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(The running time carried in this listng represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

U-International

Abbott And Costello Meet The Mummy (526)

FARCE 79M.

ESTIMATE: For the juveniles and A and C fans.

CAST: Bud Abbott, Lou Costello, Marie Windsor, Michael Ansara, Dan Seymour, Kurt Katch, Richard Karlan, Richard Deacon, Eddie Parker, Mel Welles, George Khoury, Peggy King, Mazzone-Abbott Dancers, Chandra-Kaly Dancers. Produced by Howard Christie; directed by Charles Lamont.

STORY: Bud Abbott and Lou Costello, stranded in Egypt with little funds, overhear that Dr. Kurt Katch is seeking two men to take a mummy back to the U.S. They find him dead and the mummy gone. The killers are a band of rabid followers of the mummy, who is kept alive by a secret potion, and they are led by Richard Deacon. Also interested in the mummy is Marie Windsor and her gang, who seek a medallion the mummy is wearing which reveals the hiding place of a fabulous treasure. Costello finds the medallion and swallows it. An x-ray reveals the hieroglyphics, and Deacon offers to read it as well as to guide them to the location where he plans to exterminate them. At the temple, plot and counterplot are tried in which the mummy, Abbott and Costello, Deacon, and Windsor try to outwit each other. The mummy winds up holding some lit dynamite which destroys him and reveals the hiding place of the treasure. Things wind up with the opening of a nightclub named after the mummy with Deacon as the manager.

X-RAY: There are all kinds of things to be found in this latest A and C entry, including mummies, daddies bent on mayhem, slapstick by the bushel, tried and true A and C routines, atmosphere, and even Peggy King singing "You Came A Long Way From St. Louis" in Egypt. The cast is about average for the series. as is the story, production, and direction, and juvenile audiences and dyed-in-the-wool A and C fans should best appreciate the results. John Grant is responsible for the screen play, based on a story by Lee Loeb.

TIP ON BIDDING: Program rates.

AD LINES: "This Abbott And Costello Laugh-Fest Is Not Only For Mummies But For Daddies And The Kiddies, Too"; "When Abbott And Costello Tangle With The Mummy Everybody Heads For Cover"; "You Ain't Seen Nothin' Yet."

MISCELLANEOUS

Five Guns West

WESTERN 78M.

(American Releasing Corp.)
(Pathecolor)

ESTIMATE: Better than average western.

CAST: John Lund, Dorothy Malone, Touch Connors, Bob Campbell, Jonothon Haze, Paul Birch, James Stone, Jack Ingram, Larry Thor. Produced and directed by Roger Corman.

STORY: Five convicted murderers are released from prison and enlisted in the Confederate army, with the understanding that they will overpower a stagecoach carrying a Union spy and a large amount of money. Headed by John Lund, the five make tracks through Indian country to the place where they will rendezvous with the stage. On the way they are plagued with fighting among themselves and double-crossing plans being made. The group arrives at the cabin of Dorothy Malone and her uncle. There they are to wait for the arrival of the stage. Malone's femininity intensifies hostility between the criminals. The stagecoach arrives with its escort of Union troops. It is ambushed by the criminals, with the troops being killed and the spy being taken prisoner. No money is found on the coach. After being forcefully questioned, the spy reveals that the money is being held in California. Lund favors returning the spy to the Confederacy, but the others want to go to California and seize the money. A fight ensues with Lund and the spy taking shelter in the cabin. Firing from the cabin, Lund manages to kill off other criminals. He is now free to turn the spy over to Confederate officers and then return and resume his romance with Malone.

X-RAY: This entry will appeal to action and western fans. Intermingled with the film's turbulent plot is a romantic note. Good characterizations add to the film's entertainment value and prevent it from being just another western. Performances, direction, and production are satisfactory. Screen play is by R. Wright Campbell. It should do okeh as a supporting feature.

AD LINES: "Joined In A Bond Of Violence, They Would Not Hesitate To Sever Relationships With A Bullet In The Back"; "Five Ruthless Killers, Joined Forces . . . Each With Double-Cross On His Mind."

The Short Parade

THREE REEL

Color Novelty

THE BARBER OF SEVILLE. Filmeco. Color. 26m. Rossini's comic opera is performed in a condensed version by the Marionettes of the Teatro Girolamo in Milan. Heard are the voices of Graziella Sciutti, Antonio Pirino, Walter Monachesi, and Bruno Scalchiero with the accompaniment of the orchestra of the Teatro dell Opera of Rome. An English narration is intermingled with the arias. GOOD.

CinemaScope Color Travel

SWITZERLAND. Buena Vista—People And Places. 32m. CinemaScope and Technicolor. Another entry in the series of featurette subjects turned out by Walt Disney and staff, this dwells on Switzerland, its peoples, customs, scenic settings in the mountains, and in the towns and cities. A plane ride over the Alps provides some breathtaking scenes enhanced by the use of CinemaScope. The people work, play, and find time to celebrate all types of holidays and occasions with colorful costumes and dances. Sports, too, are glimpsed. EXCELLENT.

TWO REEL

Comedy

BEDLAM IN PARADISE. Columbia—Three Stooges Comedies. 16m. Stooge Shemp dies and goes to heaven. At the Pearly Gates, the Devil appears and tries to entice Shemp to join him below. Shemp refuses but is told that to stay in heaven he must first go back to earth and reform Moe and Larry. Shemp finds the boys mixed up in a shady deal with the Devil and proceeds to save them from themselves. The episode turns out to be a dream, with Shemp waking up and finding his bed afire. FAIR. (7407).

READY, WILLING BUT UNABLE. Columbia—Comedy Favorite Re-releases. 16m. When first reviewed in THE SERVISECTION of April, 1941, it was said: "El Brendel believes he has killed a man (actually a dummy) in a motor accident, and sets out to bury him in a girl's seminary. The obvious complications follow. FAIR." (7435).

ONE REEL

Color Cartoon

BANQUET BUSTERS. Universal-International—Walter Lantz Cartune Reissues. 7m. When first reviewed in THE SERVISECTION of February, 1948, it was said: "Andy Panda, Woody Woodpecker, and a small mouse are barely existing in their small flat with nary a morsel of food. They happen to read about a dinner being given by a society luminary, and rush to the scene of action. There follow a number of escapades in which the three hungry souls endeavor to get their hands on some food. The reel ends with a pie-throwing affair. GOOD." (1353).

GANDY GOOSE IN IT'S ALL IN THE STARS. 20th Century-Fox—Terrytoon Topper Reissues. 7m. When first reviewed in THE SERVISECTION of May, 1946, it was said: "Gandy Goose and the cat dream about the heavenly bodies and the solar system, but when their dream shifts to earth, Gandy decides to forego the dream, and the cat goes on alone. He lets a canary out of its cage, and is accused by numerous members of the forest of eating the bird. They proceed to give him a good pummeling until he awakens. He blames all of his troubles on Gandy for deserting him in the dream. GOOD." (5506).

Novelty

HOLLYWOOD FATHERS. Columbia—Screen Snapshots. 10m. Glenn Ford emcees this close-up of some of screenland's famous fathers, including Bing Crosby, Doug Fairbanks, Sr., and Jr., Joe E. Brown, Hoagy Carmichael, George Burns, Jerry Colonna, Pat O'Brien, Alan Mowbray, Harold Lloyd, and Jack Haley. FAIR. (7857).

ALPHABETICAL GUIDE
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ESCAPE TO 8URMA—87m.—RKO 3951
ETERNAL SEA, THE—103m.—Republic 3951
EVERY GIRL SHOULD 8E MARRIED—84m.—RKO 3826

F

FAR COUNTRY, THE—97m.—U-I 3907
FAST AND THE FURIOUS, THE—72m.—American Releasing Corp. 3880
FIRE OVER AFRICA—84m.—Columbia 3845
FIVE GUNS WEST—78m.—American Releasing Corp. 3959
FOR BETTER, FOR WORSE—75m.—Stratford 3908
FOR8IDDEN WOMEN—56m.—8ell 3830
FOUR GUNS TO THE 8ORDER—82½m.—U-I 3839
FOUR WAYS OUT—77m.—Carroll 3872
FRENCH TOUCH, THE—84m.—Times 3840
FUSS OVER FEATHERS—84m.—Associated Artists 3908

G

GAME OF LOVE, THE—108m.—Times 3918
GANGBUSTERS—78m.—Visual Drama 3907
GARDEN OF EDEN—70m.—Excelsior 3830
GATE OF HELL—89m.—Harrison 3952
GLASS SLIPPER, THE—94m.—MGM 3922
GOLDEN MISTRESS, THE—82m.—UA 3863
GOOD DIE YOUNG, THE—100m.—UA 3906
GREEN FIRE—100m.—MGM 3890
GREEN MAGIC—85m.—I.F.E. 3957
GREEN SCARF, THE—96m.—Associated Artists 3908
GUNFIGHTERS—87m.—Columbia 3822

H

HALF A CENTURY OF SONGS—95m.—Continental 3872
HALF WAY TO HELL—60m.—Hallmark 3841
HANS CHRISTIAN ANDERSEN—111m.—RKO 3826
HANSEL AND GRETEL—75m.—Myerberg 3848
HEART OF THE MATTER, THE—100m.—Associated Artists 3879
HELL 8ELOW ZERO—91m.—Columbia 3822
HELL'S OUTPOST—90m.—Republic 3890
HIGH AND DRY—93m.—U-I 3839
HIGH SOCIETY—61m.—Allied Artists 3941
HIT THE DECK—112m.—MGM 3930
HOLIDAY FOR HENRIETTA—103m.—Ardee 3924
HUMAN DESIRE—90m.—Columbia 3822
HUMAN JUNGLE, THE—82m.—Allied Artists 3837
HUNTERS OF THE DEEP—64m.—DCA 3908

I

I COVER THE UNDERWORLD—70m.—Republic 3958
ILLICIT INTERLUDE—90m.—Hakim 3873
IMMORTAL CITY, THE—78m.—Realart 3932
IMPOSTER, THE—89m.—8randon 3946
INDISCRETION OF AN AMERICAN WIFE—63m.—Columbia 3823
INFORMER, THE—92m.—RKO 3951
INSPECTOR CALLS, AN—80m.—Associated Artists 3892
INTERRUPTED MELODY—106m.—MGM 3943
INTRUDER, THE—84m.—Associated Artists 3924

J

JAIL BAIT—70m.—Howco 3899
JAM8OREE—54m.—EPI 3865
JESSE JAMES' WOMEN—83m.—UA 3839
JUMP INTO HELL—93m.—Warners 3945
JUNGLE MAN-EATERS—68m.—Columbia 3823
JUNGLE MOON MEN—70m.—Columbia 3942
JUPITER'S DARLING—96m.—MGM 3905

K

KARAMOJA—60m.—Hallmark 3830
KILLER LEOPARD—70m.—Allied Artists 3861
KILL HIM FOR ME—90m.—Waldman 3840
KISS ME DEADLY—105m.—UA 3958

L

LADY AND THE TRAMP—75m.—Buena Vista 3957
LAND OF FURY—82m.—U-I 3931
LAST TIME I SAW PARIS, THE—116m.—MGM 3870
LAW vs. 8ILLY THE KID, THE—73m.—Columbia 3823
LAWLESS RIDER, THE—62m.—UA 3863
LIFE IN THE 8ALANCE, A—74m.—20th-Fox 3906
LONG GRAY LINE, THE—138m.—Columbia 3913
LONG JOHN SILVER—109m.—DCA 3918
LOOTERS, THE—87m.—U-I 3952
LOVE IN THE CITY—90m.—I.F.E. 3949
LOVERS, HAPPY LOVERS—105m.—AFE 3856

M

MA AND PA KETTLE AT WAIKIKI—79m.—U-I 3932
MADEMOISELLE GO8ETTE—78m.—IFE 3922
MAM8O—94m.—Paramount 3943
MAN CALLED PETER, A—119m.—20th-Fox 3944
MAN FROM 8ITTER RIDGE, THE—80m.—U-I 3952
MAN WITHOUT A STAR—89m.—U-I 3932
MANY RIVERS TO CROSS—92m.—MGM 3915
MARTY—89m.—UA 3945
MASTER PLAN, THE—77m.—Astor 3922
MASTERSON OF KANSAS—73m.—Columbia 3877
MAURAUDERS, THE—81m.—MGM 3950
MERRY-GO-ROUND—100m.—Casino 3953
MISS GRANT TAKES RICHMOND—87m.—Columbia 3845
MURDER IS MY BEAT—77m.—Allied Artists 3921
MYSTERY LAKE—60m.—Lansburgh 3865

N

NAKED HEART, THE—96m.—Associated Artists 3932
NEW ORLEANS UNCENSORED—76m.—Columbia 3922
NEW YORK CONFIDENTIAL—87m.—Warners 3924

O

ON THE WATERFRONT—108m.—Columbia 3823
ONE SUMMER OF HAPPINESS—93m.—Times 3892
OUTLAW STALLION, THE—64m.—Columbia 3824
OPERATION DIPLOMAT—64m.—American Feature Attractions 3864
OPERATION MANHUNT—77m.—UA 3863
OTHER WOMAN, THE—81m.—20th-Fox 3898
OUTLAW'S DAUGHTER, THE—75m.—20th-Fox 3878

P

PASSION—84m.—RKO 3855
PHFFFT—91m.—Columbia 3862
PIRATES OF TRIPOLI—78m.—Columbia 3914
PORT OF HELL—80m.—Allied Artists 3885
PRINCE OF PLAYERS—102m.—20th-Fox 3898
PRINCESS CINDERELLA—72m.—Carroll 3946
PRIVATE HELL 36—81m.—Filmakers 3830
PRODIGAL, THE—114m.—MGM 3943
PROFILE—65m.—American Feature Att. 3892
PURPLE PLAIN, THE—100m.—UA 3945
PUSHOVER—88m.—Columbia 3824

Q

QUEST FOR THE LOST CITY—60m.—RKO 3898

R

RACE FOR LIFE, A—68m.—Lippert 3905
RACERS, THE—92m.—20th-Fox 3916
RAGE AT DAWN—87m.—RKO 3937
REAP THE WILD WIND—122m.—Paramount 3855
REAR WINDOW—112m.—Paramount 3825
RETURN OF OCTOBER, THE—89m.—Columbia 3942
REVENGE OF THE CREATURE—82m.—U-I 3938
RICOCHET ROMANCE—80m.—U-I 3864
ROGUE COP—92m.—MGM 3825
ROMEO AND JULIET—140m.—UA 3891
ROOGIE'S 8UMP—70m.—Republic 3838
RUNAWAY 8US, THE—78m.—Kramer-Hyams 3873
RUN FOR COVER—93m.—Paramount 3943

S

SA8AKA—74m.—UA 3916
SABRINA—113m.—Paramount 3826
SARATOGA TRUNK—135m.—Warners 3879
SEMINOLE UPRISING—74m.—Columbia 3957
SEVEN ANGRY MEN—90m.—AA 3937
SHANGHAI STORY, THE—90m.—Republic 3838
SHE WOLF, THE—93m.—Republic 3855
SHE WORE A YELLOW RIB8ON—103½m.—RKO 3827
SHIELD FOR MURDER—80m.—UA 3828
SHOTGUN—81m.—Allied Artists 3941
SIEGE, THE—63m.—Lippert 3885
SIGN OF THE PAGAN—92m.—U-I 3871
SILENT RAIDERS, THE—65m.—Lippert 3885
SILVER CHALICE, THE—137m.—Warners 3891
SILVER STAR, THE—75m.—Lippert 3942
SITTING 8ULL—105m.—UA 3839
SIX BRIDGES TO CROSS—96m.—U-I 3907
SLEEPING TIGER, THE—89m.—Astor 3853
SMOKE SIGNAL—88m.—U-I 3916
SNOW CREATURE—70m.—UA 3871
SO THIS IS PARIS—96m.—U-I 3871
SQUARE RING, THE—73m.—Republic 3915
STAR IS BORN, A—182m. and 154m.—Warners 3847
STARS OF THE RUSSIAN 8ALLET—75m.—Artkino 3840
STEEL CAGE, THE—80m.—UA 3864
STRANGE LADY IN TOWN—112m.—Warners 3952
STRANGER ON HORSE8ACK—66m.—UA 3931
STRANGER'S HAND, THE—86m.—DCA 3925
STRATEGIC AIR COMMAND—114m.—Paramount 3944
SUDDENLY—77m.—UA 3829
SUSAN SLEPT HERE—97m.—RKO 3827

T

TARGET EARTH—75m.—Allied Artists 3897
TARZAN ESCAPES—89m.—MGM 3862
TARZAN'S HIDDEN JUNGLE—73m.—RKO 3930
TARZAN THE APE MAN—102m.—MGM 3862
TEASERAMA—69m.—Beautiful 3908
TEN WANTED MEN—80m.—Columbia 3914
TERROR SHIP—72m.—Lippert 3838
THEODORA, SLAVE EMPRESS—88m.—I.F.E. 3877
THERE'S NO BUSINESS LIKE SHOW BUSINESS —117m.—20th-Fox 3886
THEY RODE WEST—84m.—Columbia 3853
THEY WERE SO YOUNG—78m.—Lippert 3914
THIS ISLAND EARTH—87m.—U-I 3945
THIS IS MY LOVE—91m.—RKO 3846
THIS IS YOUR ARMY—55m.—Movietone News-U. S. Army 3893
THREE FOR THE SHOW—91m.—Columbia 3929
THREE HOURS TO KILL—77m.—Columbia 3838
THREE RING CIRCUS—104m.—Paramount 3862
THUNDER PASS—76m.—Lippert 3824
TIGHT SPOT—97m.—Columbia 3942
TIM8ERJACK—94m.—Republic 3915
TOBOR THE GREAT—77m.—Republic 3827
TONIGHT'S THE NIGHT—88m.—Allied Artists 3921
TOO YOUNG FOR LOVE—88m.—I.F.E. 3942
TOP OF THE WORLD—90m.—UA 3958
TRACK OF THE CAT—102m.—Warners 3872
TREASURE OF RUBY HILL—71m.—Allied Artists 3913
TROUBLE IN THE GLEN—91m.—Republic 3878
TROU8LE IN STORE—85m.—Republic 3906
TRUE AND THE FALSE, THE—79m.—Helene Davis 3909
TRUE FRIENDS—99m.—Artkino 3892
TWELVE O'CLOCK HIGH—131½m.—20th-Fox 3898
20,000 LEAGUES UNDER THE SEA—122m.—Buena Vista 3893
TWIST OF FATE—89m.—UA 3864

U

UGETSU—96m.—Harrison-Davidson 3848
UNCHAINED—75m.—Warners 3917
UNDERWATER—99m.—RKO 3905
UNHOLY FOUR, THE—80m.—Lippert 3854
UNTAMED—111m.—20th-Fox 3931

V

VERA CRUZ—94m.—UA 3899
VIOLENT MEN, THE—96m.—Columbia 3889
VIOLENT SATURDAY—90m.—20th-Fox 3951

W

WAGES OF FEAR, THE—106m.—International Affiliates 3924
WAYWARD WIFE, THE—91m.—I.F.E. 3949
WEDDING NIGHT FROLICS—66m.—Union 3918
WELCOME THE QUEEN—50m.—BIS 3841
WEST OF ZANZIBAR—84m.—U-I 3887

(Continued on page 3959)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS

APRIL

An Annapolis Story
J. Derek, K. McCarthy, D. Lynn
(Technicolor)

Shotgun
S. Hayden, Y. DeCarlo, Z. Scott
(Technicolor)

High Society
L. Gorcey, H. Hall, A. Blake

MAY

Las Vegas Shakedown
D. O'Keefe, C. Grey

Skabenga
Jungle Documentary

JUNE

Dark Venture
F. Lovejoy, P. Castle

Lord Of The Jungle
J. Sheffield, W. Morris, N. Gates

COLUMBIA

APRIL

Three For The Show
B. Grable, J. Lemmon, M. and G. Champion
(Technicolor)
(CinemaScope)

Jungle Moon Men
J. Weissmuller, J. Byron, B. Curtis

The Return Of October
(Reissue)

MAY

The End Of The Affair
D. Kerr, V. Johnson, J. Mills

Tight Spot
G. Rogers, E. G. Robinson, B. Keith

Cell 2455, Death Row
W. Campbell, M. Corr, R. Campbell

Seminole Uprising
G. Montgomery, K. Booth
(Technicolor)

JUNE

LIPPERT

APRIL

The Glass Tomb
J. Ireland
(Made in England)

Thunder Over Songoland
J. Hall, M. Lord

MAY

Air Strike
R. Denning, G. Jean, D. Haggerty

Phantom Of The Jungle
J. Hall, R. Montgomery, A. Gwynne

JUNE

King Dinosaur
B. Bryant, W. Curtis

METRO

APRIL

The Glass Slipper
L. Caron, M. Wilding, K. Wynn
(Eastman color)

Bedevilled
A. Boxter, S. Forrest
(Eastmon Color)
(CinemaScope)

MAY

The Prodigal
L. Turner, E. Purdom, L. Calhern
(Eastman Color)
(CinemaScope)

The Marauders
D. Duryea, J. Richards, K. Wynn
(Eastman Color)
(Print by Technicolor)

JUNE

Love Me Or Leave Me
D. Day, J. Cagney
(Technicolor)
(CinemaScope)

Moonfleet
S. Granger, V. Lindfors, G. Sanders
(Eastman Color)
(CinemaScope)

PARAMOUNT

APRIL

Run Far Cover
J. Cogney, J. Derek, V. Lindfors
(Technicolor)
(VistaVision)

Mambo
S. Winters, S. Mongono V. Gassman

MAY

Strategic Air Command
J. Stewart, J. Allyson
(Technicolor)
(VistaVision)

JUNE

RKO

APRIL

Quest For The Lost City
D. and G. Lomb
(Made in Guatemala)
(Color)

Escape To Burma
B. Stonwyck, D. Ferror, R. Ryon
(Technicolor)
(SuperScope)

The Informer
Berlin Express
(Reissues)

MAY

Bringing Up Baby
I Remember Mama
(Reissues)

JUNE

Son Of Sinbad
D. Robertson, S. Forrest, V. Price, L. St. Cyr
(Technicolor)
(SuperScope)

Wakamba
E. M. Queeny
African Documentary
(Technicolor)

The Big Street
(Reissue)

REPUBLIC

APRIL

Santa Fe Passage
J. Poyne, F. Domergue, R. Comeron
(Trucolor)

I Cover The Underworld
S. McClory, J. Jordan, R. Middleton

MAY

Magic Fire
Y. DeCarlo, C. Thompson, R. Gam
(Trucolor)

JUNE

20th-FOX

APRIL

A Man Called Peter
J. Peters, R. Todd, R. Burton
(DeLuxe color)
(CinemaScope)

Violent Saturday
V. Mature, S. Sidney
(DeLuxe color)
(CinemaScope)

Angelo
D. O'Keefe, M. Lane

MAY

Daddy Long Legs
F. Astaire, L. Caron, T. Moore
(Color)
(CinemaScope)

That Lady
O. DeHavilland, G. Roland, D. Price
(Color)
(CinemaScope)
(Made in England)

The Adventures Of Sadie
J. Collins, K. Mare, G. Cole
(Color)

JUNE

The Magnificent Matador
M. O'Hara, A. Quinn
(Technicolor)
(CinemaScope)

Soldier Of Fortune
C. Gable, S. Hayward
(Color)
(CinemaScope)
(Made in Hong Kong)

UNITED ARTISTS

APRIL

The Purple Plain
G. Peck
(Made in Ceylon)
(Technicolor)
(Ronk)

A Bullet For Joey
E. G. Robinson, G. Roft, A. Totter
(Bischoff-Diomond)

Lilacs In The Spring
E. Flynn, A. Neogle
(Eastmon color)
(English-mode)
(Wilcox)

MAY

The Tiger and The Flame
Mehtab
(Made in India)
(Technicolor)
(Modi)

Kiss Me Deadly
R. Meeker, P. Stewart, C. Leachman
(Parklane)

Robbers' Roost
G. Montgomery, R. Boone, S. Findley
(Color)
(Made in Mexico)
(Goldstein)

Top Of The World
R. Robertson, F. Lovejoy, E. Keyes
(Baird-Foster)

JUNE

The Big Bluff
J. Bromfield, M. Vickers, R. Hutton
(Wilder)

The Sea Shall Not Have Them
R. Redgrave, D. Bogarde, A. Steel
(English-made)
(Angel)

Summertime,
K. Hepburn, R. Brazzi, I. Miranda
(Technicolor)
(Made in Italy)
(Lopert)

U.-INT.

APRIL

Chief Crazy Horse
V. Mature, S. Boll, J. Lund
(Print by Technicolor)
(CinemaScope)

Ma and Pa Kettle At Waikiki
M. Main, P. Kilbride, L. Nelson

Man Without A Star
K. Douglas, J. Crain, C. Trevor
(Technicolor)

MAY

Revenge Of The Creature
J. Agor, L. Nelson, J. Bromfield
(3-D and 2-D)

Cult Of The Cobra
R. Domergue, R. Long, M. Thompson

The Looters
R. Colhour, J. Adams, T. Gomez

JUNE

This Island Earth
J. Morrow, F. Domergue, R. Reason
(Technicolor)

Abbott and Costello Meet The Mummy
B. Abbot, L. Costello, M. Windsor

The Man From Bitter Ridge
L. Barker, M. Corday, S. McNally
(Eastman Color)

WARNERS

APRIL

East Of Eden
J. Harris, J. Dean, R. Massey
(WarnerColor)
(CinemaScope)

MAY

Jump Into Hell
J. Sernas, K. Kasznor, A. Moss

Strange Lady In Town
G. Garson, D. Andrews, C. Mitchell
(WarnerColor)
(CinemaScope)

JUNE

The Sea Chase
J. Wayne, L. Turner, D. Farrar
(WarnerColor)
(CinemaScope)

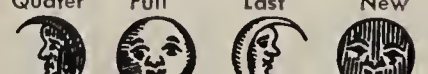
Tall Man Riding
R. Scott, D. Malone, P. Castle
(WarnerColor)

OBSERVATIONS

May 8—Mother's Day
30—Memorial Day
June 14—Flag Day

MOON PHASES

1 Quater 2 Full 3 Last 4 New



FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell

BIG DIVIDENDS

Yes, exhibitors all over the country who exploit the selling potentialities of their screens are reaping profits from this gilt-edged advertising medium!

Get in step today by contacting your local N.S.S. office and learn about the many profitable promotions, the money-making ideas, the new techniques for selling your special events and holidays, putting over merchant tie-ups and many other ideas that alert exhibitors have been turning into extra dollars with the help of trailers!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

MAY 11, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE

Distributors Veto Roundtable Talk

(page 9)

"Tell Ya What I'm Gonna Do"

(editorial)

AND FEATURING: THE CHECK-UP

E. K. "Ted" O'Shea, above, and Hugh Owen were named recently by George Weltner, world-wide Paramount sales head, as domestic sales toppers.

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

DORIS DAY

as Ruth Etting

JAMES CAGNEY

as "The Gimp"

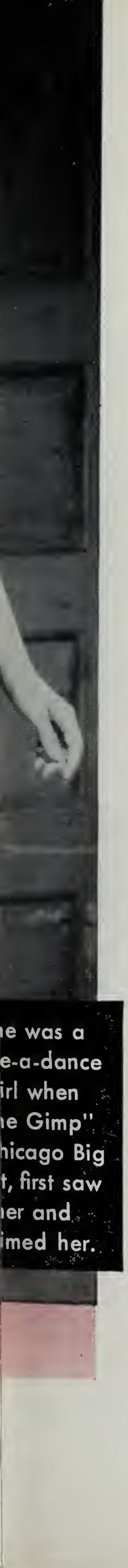
"LOVE ME OR LEAVE ME"

In CINEMASCOPE and COLOR From M-G-M

Co-starring CAMERON MITCHELL · With ROBERT KEITH · TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART · Story by DANIEL FUCHS

Photographed in EASTMAN COLOR · Directed by CHARLES VIDOR · Produced by JOE PASTERNAK



THIS IS DRAMA!

If *you* were a producer and wanted to make a story of real people, of a dime-a-dance girl who rose to the Ziegfeld Follies and Hollywood stardom, of a strange love story in lurid, mob-ruled Chicago days—you'd pick the life-inspired story of song-star Ruth Etting. M-G-M picked it and it's a winner!

"Love letters to M-G-M's 'Love Me Or Leave Me' a Doris Day-Dream" —WALTER WINCHELL

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Maytime is Co

One of the year's most talked-about affairs!

Loads of action-thrills!

IMBIA Playtime!

The story of a "sleeper"...

GINGER ROGERS
EDWARD G. ROBINSON
BRIAN KEITH

Show business calls it a "sleeper" – a surprise hit! It's got the brassy taste of life, the hot breath of love! It's a detective story that guns it's way to greatness between the first shot and the last scream!

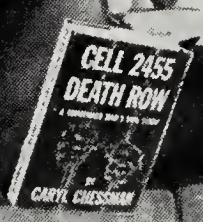
TIGHT SPOT

Screen Play by WILLIAM BOWERS • Produced by LEWIS J. RACHMIL • Directed by PHIL KARLSON • A COLUMBIA PICTURE

This rates a top spot everywhere!

THE SHOCK EVENT OF THE MOVIE YEAR!
Actually written in the Death Cell at San Quentin!

All the vivid details of the best-seller slashing across the screen!



CELL 2455, DEATH ROW

Starring WILLIAM CAMPBELL · ROBERT CAMPBELL
with MARIAN CARR · KATHRYN GRANT
Screen Play by JACK DE WITT Based upon the book by CARYL CHESSMAN Produced by WALLACE MacDONALD Directed by FRED F. SEARS A COLUMBIA PICTURE

The autobiography of a condemned man – a surprise hit!

and coming in August **THE MAN** ***FROM LARAMIE***

Universal-International presents
JANE RUSSELL
JEFF CHANDLER
FOX FIRE
COLOR BY Technicolor
CO-STARRING DAN DURYEA
Jane's got Jeff
...and it's the HOTTES
BOX-OFFICE COMBINATIO
IN YEARS!
WITH MARA CORDAY · BARTON MacLANE · FRIEDA INESCORT
Directed by JOSEPH PEVNEY · Screenplay by KETTI FRINGS · Produced by AARON ROSEN

MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

MAY 11, 1955
VOLUME 54 NUMBER 2

NOW, I'LL TELL YA WHAT I'M GONNA DO!

So CONFIDED the "pitch-men" and "eon-men" of a bygone era.

But as you peruse today's literature being broadeast over the name of E. F. McDonald, Jr., president, Zenith Radio Corporation, relative to that firm's particular proprietary interest in toll-TV, you can aetually smell the "snake oil."

The mailing we have before us is dated April 25 and is obviously directed to the hundreds of thousands of "little people" who at some time in the past have purchased Zenith Hearing Aids. No doubt other mailings are localized to other Zenith products. Patronizing each as a "*Dear Zenith Friend and User,*" the MeDonald signed letter is replete with eliehes such as: "*crnsade in behalf of the general public*"; "*in keeping with the American tradition*"; "*two powerful and well-organized commercial groups (movie theatre owners and the TV networks)*"; "*all America may have all the benefits,*" *etc.* It is a frank "pitch" for "*just a letter or a post card*" to both the Federal Communications Commission, "*before May 9*"; and to "*yonr Senators and Congressmen,*" from the hearing aid users, and as many of their "*relatives and friends*" as possible, building the pressure for toll-TV.

Enelosed with this letter is a copy of an inflammatory editorial against "*these selfish exhibitors*"; "*old antiquated and high-priced theatres*";"*a $100,000.00 lobbying fund*" and "*organized bamboozling*"; as published in the April issue of some advertising trade paper called "Mart."

But you really smell the "snake oil," and identify the true "piteh man" teehnique, in a seeond four-page enclosure that is printed in two eolors and profusely illustrated with eartoons to show how toll-TV works, and what the public will get from it. While nowhere in the large or small print does this folder make any positive statement as to what toll-TV will make available, a cleverly drawn eartoon dominating the front eover shows gay throngs in top hats and tails before marquees that list such attractions as "PAJAMA GAME," "FANNY," "KISMET," "METROPOLITAN OPERA," "SPORTS," "BRIDGES OF TOKO-RI," "MARCIANO FIGHTS," "MOVIES."

Now, there is quite a niee paekage of entertainment, isn't it? But we're quite sure if you'll ask the man (Mr. McDonald) if he'll guarantee these attractions if you buy his toll gadget, you'll reeeive the usual "pitch man" reply: "Get away from me boy. You bother me!"

Then a new gadget will pop out of his bag and a new "piteh" will be launehed with, "Now! I'll tell ya what I'm gonna do!"

MAYBE YOU HAVE ONLY YOURSELF TO BLAME

IN A RECENT EDITORIAL, "A PLEA FOR ONE THEATRE OWNER ASSOCIATION" (Mareh 23), we, as one trade publisher, did our best to alert theatremen to the need for unity. In still other editorials, stretching over a period of months and years, we have attempted to put into words both our own reactions as a practical theatremen and those of friendly eontemporaries across the land with whom we are in almost daily contact. We know our views have been read and approved by theatremen, for our flow of mail has inereased tremendously, and continues to inerease, with each passing week.

Over a similar period of months and years we have read and reported the foreeful views of such exhibitor leaders as Ed Martin, Abe Myers, Nate Yamins, Sam Pinanski, Si Fabian, Trueman Rembuseh, Pat McGee, Leonard Goldenson, Sol Sehwartz, and others. No doubt, they also reeeived the letters of comment and appreciation, the delineated speeific complaints, and the exhortations to eontinue to "give 'em h - - l!"

Effort has been expended. Leaders have tried to rally backing. Words have shaken the rafters of exhibitor conventions. But have you, the theatreman reader of these lines, actually done anything to proteet your investment or to help those who have tried to help you?

A nice question, isn't it!

And, if you haven't, don't you think it is about time that you elimbed down out of the bleachers, contacted some exhibitor organization leader, and offered to aetively take your turn at bat?

We have heard it said about exhibition that there were "too many ehiefs and not enough Indians." If this is the case, and if as a result the chiefs can't command respeet, don't you think that the "Indians" have themselves to blame?

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Empire Studios, Inc., foreign producers, announces an expanded financial program to meet increased production (page 28).

Distribution

Distributors veto proposed May 24 roundtable meeting; Al Lichtman, 20th-Fox vice-president, proposes arbitration of rental terms for small accounts (page 9).

Buena Vista, Walt Disney's distribution setup announces 1955-56 releasing plans (page 22).

Republic announces 20 pictures in 20 weeks (page 15).

Exhibition

Elmer Rhoden announces dates for audience poll and reveals that exhibitors will choose candidates (page 9).

Financial

Bankers approve TESMA three per cent theatre improvement plan provided escrow agreements cover the percentage (page 10).

Decca earnings rise with U-I help (page 11).

International

Famous Players Circuit inaugurates co-operative arrangement with transit company to stimulate theatregoing; fourth annual Canadian popcorn and concession conference discusses a variety of topics (page 14).

UA launches an international sales convention in London (page 26).

Legal

CBS word war adds to fuel firing FCC consideration of the toll-TV controversy (page 9).

Judge's illness may mean Schine Buffalo contempt case must be retried (page 10).

Massachusetts Sunday blue law is challenged by Times Films as unconstitutional (page 11).

Mel Konecoff

Hundreds of industryites gather to honor Richard Walsh, IATSE president, recipient of Variety Club of New York's Heart Award; Spyros Skouras announces production of a film on epilepsy; 20th-Fox's "Daddy Long Legs" bows with Broadway hoopla; and other matters are covered (pages 8 and 26).

Organizations

TOA, Allied units mull merger in Oklahoma (page 9).

Variety Clubs honor Churchill (page 10).

Production

Hal Makelim readies for production of his first feature as he announces that 3,518 theatres have contracted under the Makelim Plan (page 23).

William H. Pine, 59, producer and partner in Pine-Thomas Productions released through Paramount, recently died in Cedars of Lebanon Hospital, Hollywood, Cal., after a heart attack. A deal to release future product through United Artists was made early this year.

NEW YORK
By Mel Konecoff

HUNDREDS OF INDUSTRY representatives in all branches gathered last week at the Waldorf-Astoria for the second annual Heart Award dinner of the Variety Club of New York to honor Richard F. Walsh, international president, International Alliance of Theatrical Stage Employes and Moving Picture Operators of the U. S. and Canada, as he received the Heart Award. Not only was Walsh honored, personally, but the contributions to charitable and other community projects by the 1,000 locals of the Alliance were duly noted and appreciated.

KONECOFF

Bill German, chief barker, opined that the selection of Walsh was an ideal one and demonstrated that labor and management can and have joined together for the common good to fight a common scourge—epilepsy. This kind of cooperative effort can lick this condition.

Robert J. O'Donnell, toastmaster and prominent exhibitor, recalled his early days in the business when he and Walsh worked together in Brooklyn and he went over the Walsh career in entertaining detail.

Robert M. Weitman, UPT-ABC vice-president, recalled dealings with Walsh over the years when he managed the Paramount flagship houses in the city. On behalf of the TV and radio industry with which he is now associated, he opined that there was a need for more Walshes and fewer welchers.

The Honorable Charles Halloran, first deputy commissioner, New York State Department of Labor, paid tribute to Walsh for raising the standards of the industry, for furthering collective bargaining, and for being able to resolve all this without a strike in 20 years. He also extended congratulations on behalf of Governor Harriman.

Spyros P. Skouras came through with a surprise announcement that his company will produce a short on epilepsy for national theatrical distribution under the sponsorship of the Variety Club Foundation to Combat Epilepsy. This will further education of the public to the affliction, which is as important as medical research. The film will be in both CinemaScope and 2-D, as well as in 16mm. in time for clinical and professional use. It will be ready for release in the fall.

Howard Lindsay, on behalf of the legit theatres and the stage, praised Walsh and stagehands generally for their contribution to the theatre.

Russell Downing, president and managing director, Radio City Music Hall, and honorary dinner chairman, presented the plaque award with his best wishes on behalf of the membership of Tent 35.

Walsh, following a standing tribute, accepted the plaque on behalf of organized labor in the industry. As for epilepsy, he believed that the industry can do a job on the disease in the manner that it fought polio, cerebral palsy, and other afflictions. It has never turned down a worthwhile request for help. He thanked all for their support, help, and cooperation.

Scheduled for the dais were Major L. E. Thompson, Sam Dembow, Martin Quig-

(*Continued on page* 26)

BROADWAY GROSSES

(As of this Monday)

New Product Shot In Arm For B'way

NEW YORK—The arrival of some new product and the staying power of "SAC," Paramount, upped the Broadway grosses considerably over the weekend. The holdovers, many reaching the end of long runs, did not fare as well.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**Strategic Air Command**" (Paramount). Paramount announced that the VistaVision attraction was heading toward a $70,000 third week.

"**Daddy Long Legs**" (20th-Fox). Roxy claimed $39,006 for Friday, Saturday, and Sunday, and said the opening week should tally $68,000.

"**Interrupted Melody**" (MGM). Radio City Music Hall, with stage show, reported $92,000 for Thursday through Sunday, with the first week sure to hit $142,000.

"**Run For Cover**" (Paramount). Criterion dropped to $15,000 on the second week.

"**The Wayward Wife**" (IFE). Globe was down to $9,000 on the fifth week.

"**Chief Crazy Horse**" (U-I). Mayfair hoped for $10,000 on the second and last week.

"**East Of Eden**" (Warners). Astor did an ckeh $20,000 on the ninth week.

"**The End Of The Affair**" (Columbia). Victoria was heading toward $13,000 on the second week.

"**The Purple Plain**" (UA). Capitol expected $10,000 on the last four days of the fifth and last week.

"**Blackboard Jungle**" (MGM). Loew's State reported $20,000 for the eighth week.

Distributors Veto May 24 Roundtable Talk

Exhibitors To Choose New Poll Candidates

NEW YORK—A new and final date, Nov. 17 through 27, was fixed last week for the nation-wide balloting which is to be held under the auspices of COMPO to register the public's choice of the best picture, best performances, and most promising young players of the previous year.

Decision to change the date was made by Elmer Rhoden, national chairman, Audience Awards campaign. It was also decided that the awards shall be made at a function to be held in Hollywood on the night of Dec. 5, 6, or 7, whichever may later be decided upon as most convenient.

Nominations will be made by exhibitors, under a nominating procedure worked out by Rhoden. The nominations, according to present plans, will be made to cover three different periods, with all exhibitors eligible to participate. The first nominating ballot, as tentatively arranged, will be sent in to COMPO by exhibitors on or around June 1 and will permit exhibitors to make their nominations from pictures generally released between Oct. 1, 1954, and March 31, 1955. Distributors will determine which of their pictures have been widely enough exhibited to be eligible for nomination. Any picture or personality receiving 75 per cent of the nominating votes from exhibitors will go on the final ballot given to the public.

A similar nominating procedure will be followed by exhibitors on or about Aug. 1 in making their nominations from pictures and personalities included in the releases of April, May, and June. The final nominations will be made on or around Oct. 1 on pictures and personalities included in general releases of July, August, and September. In each of the three nomination ballotings any picture or personality receiving 75 per cent of the votes will go on the final ballot to be used by the public. Sept. 30 will be the cutoff date of pictures to be considered.

Meeting with Rhoden were Wilbur Snaper, one of the three members of the COMPO governing committee; Morey Goldstein, Allied Artists, chairman, general sales managers committee; Harry Mandel, RKO Theatres, chairman, COMPO press relations committee; Emil Bernstecker, Wilby-Kincey Theatres, Atlanta, and Ralph Russell, Palace, Canton, O., members of the Audience Poll committee; Robert W. Coyne, COMPO special counsel; and Charles E. McCarthy, COMPO information director. Distributors have promised full cooperation.

Film Dividends Soar

WASHINGTON—The Department of Commerce announced last fortnight that reported cash dividends paid by film industry companies amounted to $3,899,000 in March this year, an increase of $417,000 over the same month in 1954. This reflects a trend evident earlier in the year, the total for the first three months of 1955 being $7,143,000, compared with $5,529,000 for the same period last year.

TOA, Allied Units Mull Merger In Oklahoma

OKLAHOMA CITY—The combined directors of Theatre Owners of Oklahoma and Allied of Oklahoma held a preliminary meeting last week, following separate monthly board meetings, to discuss the creation of a single exhibitor organization in the state. Another session will be held in about two weeks, following up recent informal talks among members of both organizations.

President Ed Thorne represented TOO, together with Ralph Drewry and C. B. Akers, Tulsa, and Ray Hughes, Heavener. For Allied the representatives were President Bernard McKenna, Norman, board chairman Earl Snyder, Jr., and Eddie Jones, Tulsa, and Dick Thompson, Glen Thompson, and Claude Motley, Oklahoma City.

CBS Adds To Word War In Toll-TV Debate

NEW YORK—On the 45-minute program carried by CBS Television Network last fortnight W. Theodore Pierson was the chief spokesman for the advocates of toll-TV. Pierson, Washington counsel, Zenith Radio Corporation, based his argument on the exceptional entertainment he contended such a system would make available to the public, such as Broadway plays and first-run films.

Victor A. Sholis, vice-president, WHAS, Inc., Louisville, Ky., took strong exception to Pierson, arguing that toll-TV offers the public nothing more than it already has without charge and that the new system would shift the burden of cost from the advertiser to the consumer.

Two opposing panels took up the question following the debate. Favoring the new medium were Ralph Bellamy, president, Actor's Equity; Dean James M. Landis, general counsel, Skiatron, Inc.; and Elfred Beck, president, KCEB, Tulsa, Okla.

On the other side of the important question, Trueman Rembusch, co-chairman, Committee Against Pay-As-You-See TV; Leon B. German, Jr., general manager, WABI and WABI-TV, Bangor, Me.; and Sherwood Dodge, vice-president and general manager, Foote, Cone, and Belding ad agency, gave their views.

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Lichtman Proposes Arbitration Of Rentals For Small Accounts; Balaban and Schenck Suggest Individual Company Parleys

HOLLYWOOD—At a press conference last week Al Lichtman, vice-president, 20th-Fox, indicated that the joint invitation by Theatre Owners of America and Allied States Association to the heads of film companies for an industry-wide roundtable conference on May 24 had been vetoed. The Allied-TOA bid to discuss film rental terms and other trade practices was rejected by Paramount and MGM.

As a means of terminating exhibitor-distributor disputes, Lichtman proposed arbitration of film rentals of $50 or less per picture and other subjects of controversy involved in such small accounts. He emphasized that distribution has the welfare of the industry just as much at heart as exhibition and added that he did not include the big exhibitor in his proposal because the latter is in a position currently to gross more with big pictures in big situations than ever before, and therefore does not need the same treatment as his smaller competitor.

Lichtman also stressed he was speaking for himself alone, and commended the big exhibitors for fighting onerous distribution terms on behalf of the small exhibitor. He added, "I, too, want to take up the cudgel for the little fellow." Pointing out that in approximately 4500 theatres and big drive-ins it is now possible to earn over 85 per cent of total film rental on a first-class picture, with the balance coming from double that many theatres, Lichtman said it was in the interest of all distributors to have a most flexible policy to keep the little fellow in business. The executive declined to elaborate on any other statements about the conference.

In New York, Nicholas M. Schenck, Loew's president, speaking for MGM, and president Barney Balaban, Paramount, individually turned down the exhibitors' proposal on the grounds that the matters brought up for discussion were not suited to industry-wide talks but a matter of individual company policy. Both men emphasized that their companies' doors are always, as in the past, open for discussion with any exhibitor, and that customer relations are of primary importance to the studios.

Balaban Sees Toll-TV Lag

NEW YORK—President Barney Balaban, Paramount, said last week in his annual report to the company's stockholders, now in distribution, that "major problems" must be solved before commercial pay-as-you-see TV approaches its vast potentialities.

Balaban's report shows that Paramount already holds more than 80 per cent interest in International Telemeter Corporation, which sponsors one of the subscription methods. International Telemeter will file a statement with the Federal Communications Commission before June 9, according to the report, and will take part in further developments.

Sir Winston Churchill Receives Variety Club Humanitarian Award

HOLLYWOOD—At the final dinner of the Variety Clubs International annual convention in the Hotel Ambassador, Sir Winston Churchill was honored with the VCI Humanitarian Award for 1954. The tribute was made before an assemblage of more than 1,000 amusement industry notables and civic leaders by George Eby, Pittsburgh, chairman of the award committee, who cited Sir Winston's life-long devotion to liberty, the safe-guarding of democracy, dedication to the safe-guarding of peace. Formal presentation will be made in London by Col. James Carreras, chief barker, Tent 36.

The former British Prime Minister was nominated by a world-wide committee of over 100 newspaper editors and publishers "for the most outstanding service to humanity" in 1954. Unanimous approval was voted by delegates to the convention. Past recipients of the award, presented annually since 1939, have been Father Edward J. Flanagan, Miss Martha Berry, Dr. Alexander Fleming, Miss Evangeline Booth, James F. Byrnes, Dr. George Washington Carver, Sister Elizabeth Kenny, Cordell Hull, Gen. George C. Marshall, Herbert Hoover, Bernard M. Baruch, Paul G. Hoffman, Miss Helen Keller, Dr. Selman A. Waksman, and Dr. Karl F. Meyer.

George C. Hoover, Miami, Fla., international chief barker, was presented a citation from National Foundation of Infantile Paralysis by Nicholas Bernard, assistant to Basil O'Connor, Foundation director.

Heart-of-Variety award was made to Pittsburgh Tent 1 for its outstanding achievements during 1954. Recommended for honorable mention were Las Vegas and Minneapolis. It was disclosed in the annual heart report written by Dr. Nathan D. Golden, Washington, that in 89 years of existence, the Heart program of Variety Clubs has spent $33,000,000 in charity endeavors, and over $3,000,000 in 1954 to aid over 400,000 under-privileged, abandoned, or afflicted children.

In the course of the four-day convention, Hoover announced that a new orphanage will be built in Mexico City by the Tent there. Other projects mentioned in the Heart report were a hospital in Minneapolis specializing in children's heart surgery; a children's cancer hospital in Boston; a new wing on Pittsburgh's Roselia foundling home; a Chicago rheumatic heart hospital; Variety Village in Toronto, Canada, for retarded or crippled boys; Omaha's Home for Convalescing children; and the home in Dallas for abandoned boys.

At a business session, a resolution was adopted making it optional for local tents to conduct their annual election by mail ballot.

In the opening session delegates voted that all tents will support the "Christmas Salute" individually to raise money for the Will Rogers Memorial Hospital at Saranac Lake, New York. Hoover announced that the annual $100 bond award for the best story and best picture concerning Variety Club charities went to Luther Yapp, a photographer on the West Mail, Cardiff, Wales.

Mrs. Lloyd Ownbey, left, and Mrs. Ben Peskay, co-chairmen of decorating committee, are seen preparing for the 19th annual Variety Clubs International convention just held at the Ambassador Hotel, Los Angeles. A highlight of the Ladies' Auxiliary activities was a Saks Fifth Avenue fashion show and luncheon in Cocoanut Grove.

Martin Stresses Unity At Arkansas Conclave

LITTLE ROCK — James Carbery was elected president, Independent Theatre Owners of Arkansas, at their 36th annual convention here last week. Fred Brown, Fort Smith, becomes secretary-treasurer, and Nona White, Little Rock, assistant secretary-treasurer. Retiring president K. K. King, Searcy, moves up to chairman of the board. Six district vice-presidents were named together with the board of directors of eight. Carbery was named representative to the national TOA board. B. F. Busby is legislative director.

E. D. Martin, president, Theatre Owners of America, was the keynote speaker. Glenn Hall, Cassville, Mo., later spoke on small town operation, pointing out that the small town exhibitor could, using the methods of the larger operators, soon go out of business. TOA, Martin said, is working on all the problems of exhibitors, and there must be a unity among them in planning and thinking for the future. He reported that in the Chicago meeting with officers of National Allied, it was discovered all faced similar problems, but in his opinion the exhibitors lost strength by not being united in one national organization.

Judge Knight's Illness Perils Schine Decision

BUFFALO—It was reported last fortnight that 83-year-old Judge Knight, who has presided at the long contempt trial of Schine Chain Theatres, Inc., will resign soon because of illness which may prevent him from handing down a decision, which is still pending.

Consequently, the government may face a situation in which it must either call a new trial of one of the longest cases in Buffalo's history, or dismiss the charges altogether.

Presidents, Johnston Discuss Film Affairs

NEW YORK—At a meeting last week of film company presidents, called by Eric Johnston, president, Motion Picture Association of America, topics ranging from the proposed industry round-table conference to the foreign situation were discussed.

Company representatives, after expressing opinions pro and con, indicated that they would reply individually to the joint bid for a May 24 round-table conference by the Theatre Owners of America and Allied States Association.

The representatives assured Johnston of their strong support for any measures necessary to protect the distribution of American films abroad. Increasing pressures to limit foreign distribution through trade restrictions and censorship necessitate the strengthening of Johnston's hand and consideration, particularly in the case of British censorship, by the Production Code Administration.

The company presidents also expressed sentiments on the pre-release issue, which remains to be settled at a later date. President E. D. Martin, Theatre Owners of America, opposes two pre-release pictures from each company per year sought by distribution.

Cinerama Income Bared

NEW YORK—John Hartley, treasurer, Cinerama, Inc., predicted at the company's annual stockholders meeting last week that foreign income for the company will reach $125,000 this year.

An unaudited report presented at the meeting showed that the company had made a profit of around $40,000 for the first quarter of this year, with working capital rising to $1,000,000. It was also revealed that the company realized $15,600 in royalties from the showing of "This Is Cinerama" in London, and $17,305 for showings in Japan.

The meeting was told that Stanley Warner owns 700,100 shares of stock, and options for 300,000, while Reeves Soundcraft and associates of Hazard E. Reeves, president, Cinerama, Inc., control 750,000 shares. Reelected as directors were Reeves, Wentworth Fling, Harry M. Kalmine, Edward V. Otis, and Sidney K. Wolf.

Bankers Okeh TESMA Plan

COLUMBUS, O.—Bob Wile, executive secretary, Independent Theatre Owners of Ohio, last week announced that the Ohio Bankers Association would approve the TESMA Three Per Cent Plan advanced by Merlin Lewis, executive secretary of the equipment and supply manufacturers association, provided escrow agreements covered the percentage.

Wile has assured Lewis that exhibitors are sincere enough to make such escrow arrangements, and a sample agreement will be available from the bankers in the near future, who will also be able to lend additional money for equipment and refurbishing.

Lewis' proposal required a reserve of three per cent of gross from all film contracts covered by percentage licensing agreements, the money to be set aside for theatre improvements.

Schary Cites Studio Advantage To Indies

NEW YORK—Dore Schary, vice-president in charge of production for MGM, declared recently in an address to a luncheon of the Sales Executives Club at the Hotel Roosevelt, "Sometimes I think that an executive must have the talents of a good clergyman, a good politician, a good banker, a good psychiatrist and a good fight manager."

Schary's subject was "The Executive in the Movies." He said, "There are going to be some bitter lessons learned in the independent field, and the resources and production facilities of big studios are vital to the independent. When independent producers go into the making of large-scale pictures, they find their production operation more costly than it would be at large studios—this despite the much-talked-of high overhead. Too often we forget that the high overhead provides invaluable material and resources and manpower for pictures.

"At MGM two years ago we made a film called 'Executive Suite,' which co-starred William Holden, June Allyson, Fredric March, Louis Calhern, Walter Pidgeon, Barbara Stanwyck, and Nina Foch. The entire cost of the picture, including overhead and cast, was $1,200,000. I don't think an independent could have corralled that cast and produced that picture at a cost anywhere near that figure.

"In connection with a musical we made last year, 'Seven Brides For Seven Brothers,' I am certain that this picture, done exactly as we did it at a cost of $2,200,000, would cost an independent almost $3,000,000.

"That extra cost for an independent is perfectly all right if the picture turns out to be a smash hit, but if it doesn't, there are very few who can survive a big beating. A large studio can overcome one or two big disasters a year. An independent can be murdered by one. It is possibly true that in the future all studios will maintain a policy of percentage participation, but the independent who finds himself allied with a big studio operation will find that he is still able to function more efficiently than if he were operating all by his lonesome in the world outside," Schary concluded.

Company Readies 55

HOLLYWOOD—MGM will reach a peak of production and employment in June, with studio head Dore Schary's announcement last fortnight of 55 story properties in various stages of preparation for the company's 1955-56 schedule. Variety is being stressed.

Within the next six weeks, four major pictures will go into production. They are "Dianne," starring Lana Turner, Pedro Armendariz, Marisa Pavan, directed by David Miller, produced by Edwin H. Knopf; "Kismet," starring Howard Keel, Ann Blyth, Dolores Gray, and Vic Damone, directed by Vincente Minnelli, produced by Arthur Freed; "I'll Cry Tomorrow," starring Susan Hayward, directed by Daniel Mann, produced by Lawrence Weingarten; and "Jeremy Rodock," starring Spencer Tracy, directed by Robert Wise, produced by Sam Zimbalist.

Also scheduled for production in June is "Forever Darling," starring Lucille Ball and Desi Arnaz.

Currently in production are "Bhowani Junction," starring Ava Gardner, Stewart Granger, produced by Pandro S. Berman, directed by George Cukor; "Quentin Durward," starring Robert Taylor, Kay Kendall, produced by Pandro S. Berman, directed by Richard Thorpe; "Trial," starring Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, and Katy Jurado, produced by Charles Schnee, directed by Mark Robson; and "Forbidden Planet," starring Walter Pidgeon, Anne Francis, Leslie Nielsen, produced by Nicholas Nayfack, directed by Fred Wilcox.

Massachusetts Sunday "Blue Law" Challenged As Unconstitutional

BOSTON—Attorney Felix J. Bilgrey, New York, last week presented oral arguments challenging the constitutionality of the Sunday "blue law" before the Supreme Judicial Court of Massachusetts on behalf of Times Film Corporation, largest independent distributors of foreign films in the United States. This is the first time that the highest state tribunal has heard arguments concerning the validity of the statute, enacted in 1908, which requires approval of any form of "public entertainment" on Sunday by the State Commission of Public Safety before a Sunday license can be granted by a city, town, or village.

The unprecedented court action is based on a petition of certiorari brought by Times to correct "substantial errors of law" in the Commissioner's refusal to approve two prize-winning foreign films, "One Summer Of Happiness" and "The Game Of Love," for Sunday exhibition.

Bilgrey contended that the "Sunday law" is in contravention of the first and fourteenth amendments to the United States Constitution because by imposing prior restraint on the exhibition of motion pictures, it interferes with the freedom of the press guaranteed by the first amendment and specifically extended to motion pictures by the Supreme Court, thus making the statute void on its face; although the due process of law requirement of the 14th amendment means that law must be sufficiently definite and must contain ascertainable standards, the description of that which may be licensed for Sunday showing as "in keeping with the character of the Lord's day and not inconsistent with its due observance" is as vague and indefinite as the terms "sacrilegious" and "immoral" which the Supreme Court has already held cannot be used as a basis for prior restraint.

Bilgrey further argued that even under the existing statute, the action of the censors in the Department of Public Safety in demanding deletions in "One Summer Of Happiness" and disapproving in its entirety "The Game Of Love" are unwarranted and arbitrary since no explanation was given for either action. He pointed out that "One Summer Of Happiness" won the Grand Prize at the Berlin and Punta de l'Este festivals and that "Game Of Love," which has been universally acclaimed as a faithful screenplay of a Colette novel, was the recipient of the 1954 Grand Prix du Cinema Francais as well as a special award at the Edinburgh Film Festival.

In his conclusion, Bilgrey declared that the statute "should be struck down as it permits the Commissioner in his sole judgment to prescribe orthodoxies. Censorship in any form under any name or guise, offends our highest law, and it does equal injustice to the highest moral concepts of free men."

Pioneer Committees Named

NEW YORK—Following last week's meeting of the board of directors of the Motion Picture Pioneers and the Foundation of the Motion Picture Pioneers, Jack Cohn, president, appointed three committees.

The 1955 dinner committee will select the date and place of the annual Pioneer affair, choose a dinner chairman and name the man who will be honored as Pioneer of the Year. It will consist of Cohn, Barney Balaban, Herman Robbins, Ned Depinet, and Sam Dembow, Jr.

The Foundation's relief and assistance committee for the ensuing year will be composed of Marvin Kirsch, John J. O'Connor and William Brandt. The contributions group includes William J. German, Sam Rosen, and George Dembow.

New Allied Unit Mapped

LOUISVILLE, KY.—A new exhibitor's association was being formed in Kentucky last week, to be affiliated with National Allied. An organization meeting will be held in Louisville the afternoon of May 17 in the Falls City Theatre Equipment Company's auditorium to which all Kentucky exhibitors have been invited.

Representatives of National Allied expected to attend are Rube Shor, president; A. F. Myers, general counsel; Trueman Rembusch and Bill Carroll, Indiana Allied; and Bob Wile, Ohio Allied.

The Kentucky committee sponsoring the new organization includes: J. M. Reiss, Louis Arru, and E. L. Ornstein, all of Louisville, and Robert Enoch, Elizabethtown.

Decca Earnings Soar

NEW YORK—Consolidated net earnings of Decca Records, Inc., for the three months ended March 31, including the company's share of undistributed earnings of its subsidiary, U-I, amounted to $816,339, equal to 50 cents per share on 1,602,501 outstanding shares of capital stock. Decca owned 718,585 shares of U-I common, representing approximately 71 per cent of the motion picture company's outstanding common stock.

The 1955 first quarter net is 28 per cent higher than net earnings of $635,238 reported by Decca for the corresponding period of 1954, equal to 42 cents per share on 1,500,000 shares of capital stock outstanding.

INVITATIO

Mister Exhi

"Mister

AT THE SPECIAL THEATRE SCR

STARRING Henry Fonda · James Cagney

CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

Based on the play by THOMAS HEGGEN and JOSHUA LOGAN

TIME AND PLACE OF SHOWINGS

ALBANY STRAND 10:00 A.M. • **ATLANTA** RHODES 9:30 A.M. •
CHICAGO B&K CENTURY 10:00 A.M. • **CINCINNATI** VALLEY
DES MOINES DES MOINES 9:30 A.M. • **DETROIT** FISHER
KANSAS CITY FOX BROOKSIDE 2:00 P.M. • **LOS ANGELES** •
MINNEAPOLIS STATE 9:30 A.M. • **NEW HAVEN** ROGER
OKLAHOMA MIDWEST 9:30 A.M. • **OMAHA** CENTER 1:30 P.M.
SALT LAKE CITY CENTRE 9:30 A.M. • **SAN FRANCISCO**

Also si

PROD

BOS
2:00
10:00
FOX B
SHERM
PHILAD
ALHAM

Nothing we can say about "Mister Roberts" can describe the tremendous lift it will give every showman who sees it. The most loved and laughed-with play of our day, it ran three years on Broadway and six years nationwide. Its Broadway and roadshow grosses established it as the wonder-play of all time. Now come see for yourself as wonderful a motion picture as there has ever been —and bring Mrs. Exhibitor along.

Warner Bros.

Jack

ıvell · Lemmon

ER WARD BOND · PHIL CAREY · Screen Play by FRANK NUGENT and JOSHUA LOGAN

AND HAYWARD Directed by JOHN FORD and MERVYN LEROY MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

:00 A.M. • **BUFFALO** CENTER 10:00 A.M. • **CHARLOTTE** CAROLINA 10:00 A.M.
ND COLONY 1:30 P.M. • **DALLAS** MAJESTIC 9:30 A.M. • **DENVER** OGDEN 2:30 P.M.
POLIS FOUNTAIN SQUARE 1:30 P.M. • **JACKSONVILLE** ST. JOHNS 9:15 A.M.
2:0 P.M. • **MEMPHIS** WARNER 10:00 A.M. • **MILWAUKEE** WARNER DOWNTOWN 10:00 A.M.
NEW ORLEANS PITT 9:30 A.M. • **NEW YORK** R.K.O. 86TH ST. 9:45 A.M.
DORE 11:00 A.M. • **PITTSBURGH** SCHENLEY 11:00 A.M. • **PORTLAND** 21ST AVE. 2:00 P.M.
SEATTLE EGYPTIAN 2:00 P.M. • **ST. LOUIS** ST. LOUIS 2:00 P.M. • **WASHINGTON** AMBASSADOR 10:00 A.M.

The International Scene.....

Canada

Co-op Transit Setup Used By Fitzgibbons

TORONTO—A co-op arrangement with a transit company to bring patrons to theatres was outlined at the annual meeting of the shareholders of Famous Players Canadian Corporation by John J. Fitzgibbons, president and managing director.

Theatregoers are able to travel to the theatres under the scheme via the transit system and return home for the price of a one-way fare. Famous Players Canadian Corporation is experimenting with the plan in Vancouver, said Fitzgibbons, whereby the theatres give adult patrons a transportation ticket on presentation of a transfer.

The B.C. Electric Railway Company, the transit company in Vancouver, will supply theatre information through its telephone facilities, and in return, the theatre will advertise the conveniences of travelling by public transit.

"If the system works, we will try to do the same thing here with the TTC," said Fitzgibbons, referring to the Toronto operation.

The advantages of such a system are many, it was pointed out by company officials. Parking facilities are becoming increasingly difficult with the ordinary theatre parking lot unable to cope with the number of patrons' cars. The street parking is also becoming more difficult as more municipalities ban street parking to allow for the easier flow of traffic.

Dealing with TV, Mr. Fitzgibbons indicated its competition to the theatres is not as severe as it could be, adding that the novelty appeal is no longer as great as when it first started in the U. S. He said the company's own interests in Quebec City and Kitchener were "going very well." The firm has a half interest in a station in each city.

Optimism for the coming year was expressed by Fitzgibbons, with earnings expected to be as good as last year.

Canadian Comment

Some 45 persons attended a special luncheon at Toronto's Variety Clubrooms for Frank LeGrande, authority on Paramount's new horizontal VistaVision, to be unveiled at the Imperial, Toronto. Those attending the luncheon represented press, trade press, magazines, radio and television, with the invitations being looked after by Win Barron, Canadian ad pub chief for Paramount. . . . An amalgamation of York Confections, Ltd., Toronto, and George Thompson, Ltd., into a company known as Thompson Confections, Ltd., was announced in Toronto. The Thompson Company of St. Mary's, Ont., will take over all the operations and services of York Confections, Ltd., with which Bert Wilkes and Marvin Fremes were associated. Both Fremes and Wilkes will continue their active interest in the confections business through their new association. The new company headed by George Thompson, with W. Thompson as vice-president and general manager, will continue to have headquarters at St. Mary's, Ont., but will have warehousing facilities at Toronto. York Confections originated in 1948, operating candy concessions in drive-ins and theatres, while Thompson began in 1950.

Johnathan Dunham, formerly with the Walt Disney Studios, Hollywood, recently was appointed general manager of production for Associated Screen News of Canada.

Title of the 4th Annual Canadian Regional Spring Popcorn and Concession Conference, sponsored by the International Popcorn Association at the King Edward Hotel, Toronto, was "Horizons Unlimited." Co-chairmen for the conference are J. J. Fitzgibbons Jr., head, Theatre Confections, Ltd., and chairman, IPA board of directors, and Syd Spiegel, general manager, Super Pufft Popcorn, Ltd., both of Toronto. The one-day regional meeting, third of its type sponsored by IPA across the U. S. and Canada in 1955, featured a morning and afternoon "workshop clinic," a luncheon, and a cocktail party for all registrants, with all segments of the popcorn and concession industries invited to participate. Panel participants and topics included W. J. Armstrong, The Borden Company, ice cream merchandising; Clifford G. Oates, Shopsy's Foods, Ltd., hot dogs in theatres; W. G. Stapleton, what's new in packaging; Rufus Harris, Blevins Popcorn Company, the popcorn outlook; Kenneth K. Fell, Flavo-Rite Foods, shrimp rolls easy to sell; C. J. Van Houten and Jerry Weissman, brown gold; Kenneth Wells, Theatre Confections, Ltd., theatre sales promotion; and Thomas J. Sullivan, executive vice-president, IPA, be a leader.

Crowds recently packed the Roxy, Hong Kong, where Ava Gardner appeared for the premiere of UA's "The Barefoot Contessa."

CINE CHATTER: Despite the lack of dressing-rooms, the Avenue, Toronto, is being used to house its first stage show by a Toronto players group. Dressing-rooms will be housed in trailers parked outside the theatre. . . . A survey by The Sudbury Daily Star shows that the average person in the district attended 20 movies a year. The district, covering 100,000, provided 2,000,000 admissions to the city's seven movie houses in 1954, yielding the Province $200,000 in amusement taxes and a payroll of $175,000 for 110 employees. . . . A new scale of prices was announced by the Savoy, Toronto, with the new adult price in the mornings opening at 25 cents. General admission in the matinees is 35 cents and at night 50 cents. . . . All delegates to the Motion Picture Industry Council of Canada have been given a choice of four dates to choose from for their convention. This is due, according to Arch Jolley, executive secretary, to the changing of the location of the popular Canadian Football Classic, The Grey Cup. . . . Maurice Doyle, manager, Runnymede, Toronto, was choosen Popcorn King, when he won a popcorn week contest staged by Theatre Confections, Ltd., among all of Famous Players suburban houses in Toronto. Mike King, manager, Nortown, and Laurie Hole, were in second and third place respectively. . . . Latest hours to fall under the slow process in eastern Canada of closing theatres was the Towne Cinema, Ottawa, shuttering after some 14 years of continuous operation. The house changed hands numerous times, and latterly was renovated last fall and changed into an art house when it adopted its present name from its former title of the Century. . . . Official delegate to the Variety Clubs' International Convention from Toronto is George Altman, Mavety Film Delivery Service. George was also made an executive member, board of managers, U. S. Carriers Association. . . . The lead of the J. Arthur Rank Organization's Tenth Anniversary Billings Drive was taken by Bob Johnson's Montreal office. Frank Scott in Calgary is in second place, while Jack Reid's Vancouver office continues to hold down third. . . . Chet Friedman, Canadian MGM ad pub chief, suffered a heart attack while on a visit to Montreal on business. He was taken to hospital where it is expected he will be convalescing for six weeks. . . . Two members of the Hamilton Theatre Managers Association, Don Edwards and Al Ford, presented a cheque for $1,000 to the Variety Village. The cheque represented receipts from a Variety show staged in February by the Asscation. The Easthaven, Hamilton and District School for Retarded Children were also remembered by the Associaton with a cheque for $200. . . . Ever since Foto-Nite was introduced to Toronto audiences, more than $60,000 has been paid out to winners by cooperating theatres. . . . Paul Raibourn, vice-president, Paramount, was elected a director at the annual meeting of shareholders of Famcus Players Canadian Corporation, Ltd. . . . Jim Chalmers, manager, Odeon, Ottawa, arranged a screening of the award-

(*Continued on page 26*)

NCA Stresses Need For Industry Confab

MINNEAPOLIS—At the North Central Allied convention last week. Rube Shor, National Allied president, expressed hope that the forthcoming May 24 conference called by Allied and the Theatre Owners of America would be successful in reaching an amicable solution to the present differences between exhibition and distribution. NCA officers pledged themselves, however, to implement the National Allied resolve to seek Federal legislation regulating film rentals should the company heads refuse to meet in the industry-wide conference.

NCA will emphasize to the company presidents the desirability of participating in the conference so that motion picture entertainment will be available to theatres and public at a reasonable price. Stanley D. Kane, NCA counsel, reported that the organization's efforts defeated a daylight-saving time bill which would have permitted a ticket tax to be levied indirectly by Minnesota communities.

Another resolution expressed gratitude to Senator Hubert Humphrey (D., Minn.) for the courteous reception and assistance accorded NCA president Ben Berger on a visit to Washington in behalf of exhibition's stand.

Berger was reelected president, and Stanley D. Kane was reappointed executive counsel. Other officers named were Earnest Peaslee, vice-president; Burt Parsons, secretary; and Henry Greene, treasurer.

E-K Sets Earnings Record

ROCHESTER, N. Y.—Eastman Kodak Company recently reported the highest first quarter earnings in its history. During the 12 week period ending March 20, announced Thomas K. Hargrave, chairman, and Albert K. Chapman, president, consolidated sales were $149,174,688. an increase of 13 per cent over the $131,898,664 for the same period in 1954.

Consolidated net profits for the first quarter were $14,763,628, increasing by 20 per cent over 1954's first quarter earnings of $12,297,275. Earnings before taxes were $33,246,604, compared with $26,880,-520 in 1954. The quarterly earnings amount to 84 cents a share on 17,401,210 shares of common stock outstanding on March 20, compared with 70 cents a share in 1954.

Dividends declared in the first quarter were $1.50 on the preferred stock and 50 cents on the common stock.

Skiatron In The Black

NEW YORK—The annual report of Skiatron Electronics and Television Corporation last week revealed that the company. which has made large expenditures for Subscriber-Vision development, moved into the black last year.

Arthur Levey, president, disclosed that an increase of 100 per cent over the preceding year in deliveries of classified devices to the armed forces is a contributing factor.

The Subscriber-Vision decoder has been improved to permit at least 30 programs to be received with the use of a single electronic decoding card, it was revealed.

Jack L. Warner, executive producer, Warners, recently accepted the Marine Corps Reserve citation for the studio from Lieutenant Colonel Agostino T. Castagana, assistant director, Marine Corps Reserve District, San Francisco.

Local Interest Spurs New Orleans Premiere

NEW ORLEANS—The recent world premiere of "Kentucky Rifle," a Howco production, held at the Panorama, was boosted by the local press for three weeks in advance. Stories about the stars and other members of the cast appeared with a detailed account of the plot about Kentucky rifles and the band of west-bound pioneers. New Orleans' own Joy N. Houck, co-producer, was traced in his career from exhibitor and exchange owner to Hollywood.

The crowded premiere started with an open-car parade of stars, Lance Fuller, Chill Wills, and Waydine Nesbitt, "Miss Arkansas Maid," to the front of the theatre, with city officials and dignitaries as well as associates and friends of Houck, covered by television and news cameras. Scott Muni, local disc jockey, conducted preliminary stage ceremonies, and later gave way to the ingratiating Wills who showered compliments of his associates.

The film was warmly received by the capacity audience, and the following day, the entire troup left with Houck in his private plane for a tour to the principal cities of Louisiana and Mississippi. Later they appeared for the Kentucky state premiere in Owensboro, and Memphis.

AMPP, IATSE Ask Senate For Wage-Hour Status Quo

HOLLYWOOD—The Senate Labor Relations Committee, currently holding hearings on a pending bill by Senator Lehman (D., N.Y.), last fortnight was urged jointly by the Association of Motion Picture Producers and the International Alliance of Theatrical and Stage Employes to reject any amendment to the Federal minimum wage and hour law upsetting the so-called Belo contracts, which form the basis of the contract pattern between IATSE and the film studios.

In the Belo contracts, the employer guarantees the worker a specified weekly wage for a specified number of hours, and overtime is not paid until total weekly hours exceed the number set forth by contract. This type of contract is widely used in industries where working hours are irregular and has been very useful for the special problems of the studios.

Republic Announces 20 Films In 20 Weeks

NEW YORK—Consistent delivery of Republic product during the next five months was underscored last week by Richard W. Altschuler, director of worldwide sales, with the announcement of a definite release schedule covering 20 pictures to be made available during the period from May through September. All productions listed are either shooting or completed.

On the May schedule are "The Eternal Sea," co-starring Sterling Hayden, Alexis Smith and Dean Jagger; "Santa Fe Passage," co-starring John Payne, Faith Domergue, and Rod Cameron; "I Cover The Underworld," starring Sean McClory, Joanne Jordan, Ray Middleton, and Jaclynne Greene; and "Don Juan's Night Of Love," starring Raf Vallone and Silvana Pampanini.

The June program includes "Road To Denver," co-starring John Payne, Mona Freeman and Lee J. Cobb; "Flame Of The Island," starring Yvonne DeCarlo; "The Green Buddha," starring Wayne Morris and Mary Germaine; "City Of Shadows," starring Victor McLaglen; and "Double Jeopardy," starring Rod Cameron, Gale Robbins, and Allison Hayes.

July will bring one of the company's most important pictures of the year, "Magic Fire," a William Dieterle production starring Yvonne DeCarlo, Carlos Thompson, Rita Gam, Valentina Cortese, and Alan Badel as Richard Wagner; "Mystery Of The Black Jungle," starring Lex Barker; "Deadline Alley," starring Rod Cameron, Julie Bishop, and Ben Cooper; and "Jaguar," starring Sabu, Chiquita, and Barton MacLane.

The August schedule is "The Last Command," starring Sterling Hayden, Anna Maria Alberghetti, and Richard Carlson; "The Divided Heart," starring Cornell Borchers, Yvonne Mitchell, and Alexander Knox; "Lay That Rifle Down," starring Judy Canova; and "Circus Girl."

September will bring the Ray Milland picture, "The Hostage," which this star is also directing; "The Vanishing American," starring Scott Brady, Audrey Totter, and Forrest Tucker; and "Come Next Spring," starring Steve Cochran, Ann Sheridan. and Sonny Tufts.

RKO Circuit Income Steady

NEW YORK—Dudley G. Layman, vice-president, last week reported consolidated net income of $535,236 for RKO Theatres in the first quarter of 1955. For the same period in 1954 it was $531,451 before the deduction for special items, after which it was $485,358. For this year there were no such deductions, reflecting a loss last year on the sale of theatres as special items.

Income from operations for a 13-week period ending April 2 was $1,515,723; for the 13 weeks ending April 3, 1954 it was $1,543,876. Provision was listed at $475,000 and $460,000, respectively.

Shares of common stock outstanding on April 2, 1955, were 3,242,536, exclusive of 672,377 held by the corporation, the report stated. Outstanding on April 3, 1954, were 3,764,913 shares, excluding 150,000 shares held by the corporation.

BACKED B

the nation's greatest best seller!

one of the greatest all star casts ever!

STARRING

OLIVIA de HAVILLAND ▪ ROBERT MITCHU

BRODERICK CRAWFORD ▪ CHARLES BICKFO

$1,200,000.00 FOR ADVERTISING AND PROMOTION!

Watch for a barrage of national magazine ads . . . full pages in Life, Look, Collier's, Saturday Evening Post and 21 other high-circulation publications . . . readership of more than 300,000,000!

Watch for sure-to-be-talked-about posters . . . strategically placed on highways from coast to coast!

Watch for advance newspaper ads in all key cities . . . including full pages in New York and Los Angeles . . . covering 636,000,000 readers!

Watch for a saturation radio and TV campaign!

Then watch the boxoffice!

STANLEY KRAMER Presents

NOT AS A STRANGER

...available for July

FRANK SINATRA • GLORIA GRAHAME

with MYRON McCORMICK • LON CHANEY • JESSE WHITE • Written for the Screen by Edna and Edward Anhalt • Based on the Novel by Morton Thompson • Music by George Antheil

Produced and Directed by STANLEY KRAMER

thru UA

The top awards in United Artists recently completed Bob Benjamin Drive in each division were New York, Joe Sugar, branch manager; Cleveland, headed by David Rosenthal; and Irving Mandelson's New Haven branch. Records toppled as billings poured in from everywhere.

Successful Drive Ends With A Record Week As UA Salutes Its Chairman Of The Board

Chicago,
Harry Golden, branch manager

Calgary, Canada,
Robert Radis, branch manager

Billings For Bob

WITH the king-sized cooperation of circuit heads and independent showmen operating in 32 exchange areas in the United States and Canada, United Artists' recently completed Bob Benjamin Drive has rolled up the greatest grosses in the 36-year history of the company.

The salute to UA's chairman of the board, expertly co-captained by distribution vice-president Bill Heineman and general sales manager Bernie Kranze, delivered some powerful evidence of what can happen when alert theatremen and a go-getting distribution organization pull together in a mutually profitable operation.

In the final week of the drive, billings soared to $1,900,000, by far the biggest seven-day total since UA unveiled its first release in 1919. The second best week for the Arthur Krim company, a solid $1,104,000, was also chalked up during the six-month Benjamin sales push in another convincing demonstration of how exhibitor-distributor teamwork pays off at the ticket window.

For the leaders among UA's 32 branches competing in three groups of equal grossing potential, rewards came in still another form: distribution of a cool $50,000 in cash prizes. The front-running branches bringing down the top awards in each division were Joe Sugar and his New York exchange; the Cleveland group, headed by David Rosenthal; and Irving Mendelson's New Haven branch.

Awards also went to runners-up in the final standings, as well as leaders in each of three preliminary six-month stages.

As notable as the results were in the Benjamin campaign, sales topper Bill Heineman sees even bigger things ahead. The recent series of production deals swung by United Artists have added an impressive concentration of top product to the company's future book. And with the type of exhibitor cooperation that put the '55 drive way over the top, UA is set to make some exciting new boxoffice history.

Seen on these pages are scenes at the various branches, not all of whom could be winners, but all of whom did their part in chalking up some of UA's most pleasurable moments since the Arthur Krim management took over. Note the international flavor provided by the participating Canadian branches.

Milwaukee,
Joe Imhof, branch manager

Philadelphia,
Gene Tunick, branch manager

Toronto, Canada,
George Heiber, branch manager

Los Angeles,
Richard Carnegie, branch manager

Dallas,
Duke Clark, branch manager

New Orleans,
Alex Maillho, branch manager

Denver,
Bud Austin, branch manager

Atlanta,
Byron Adams, branch manager

THANKS TO SOL SCHWARTZ AND THE ENTIRE RKO THEATRE ORGANIZATION IN MAKING THE WORLD PREMIERE OF THE THE ETERNAL SEA IN PROVIDENCE THE MIGHTIEST THIS CITY HAS EVER KNOWN AND A GREAT BIG 21 GUN SALUTE TO THE 250 NEW ENGLAND SHOWMEN WHO HAVE BUILT UP TOP GROSSES FOR THE PICTURE'S FIRST DATES IN THE COUNTRY.

FLASH!

Boston—'ETERNAL SEA' SOCK $21,500

Providence— 'SEA' SMASH 14 G

reports VARIETY

HERBERT J. YATES presents

THE ETERNAL SEA

starring STERLING HAYDEN · ALEXIS SMITH · DEAN JAGGER

with BEN COOPER · VIRGINIA GREY · RICHARD CRANE

Screen Play by ALLEN RIVKIN · Story by WILLIAM WISTER HAINES · Associate Producer-Director JOHN H. AUER

A REPUBLIC PRODUCTION

Sales Policy Change Seen Arbitration Need

PEORIA, ILL.—E. D. Martin, president, Theatre Owners of America, last fortnight told the state-wide rally of United Theatre Owners of Illinois that national sales policies must be altered before an effective arbitration system can be built.

"An inflexible sales policy cannot apply to every situation," declared Martin. "The distributors should give their local representatives the right to work out problems in relation to local conditions."

Arbitration has been delayed because distribution has demanded that two pre-release pictures a year should be permitted without arbitration. This would be about 14 pictures a year, or one quarter of the playing time for a theatre with a weekly change, said Martin. "Since distributors will not arbitrate film rentals, we should have an inexpensive system of conciliation of our own. However, we still believe in arbitration, and should have half a leaf rather than none at all. TOA will continue working toward that end."

Other speakers at the convention were Alfred Starr, co-chairman, Committee against Pay-As-You-See TV; George Kerasotes, president, UTOI, who discussed film shortages and the Exhibitor Film Financial Group program; Ralph Lawler, Norman Pyle, William Bennis, Hank Rhyan, August Marchesi, James Fenoglio, Duncan Kennedy, and Tom Gilliam, 20th-Fox.

Paramount Honors Schwalberg

NEW YORK—A. W. Schwalberg, retiring president, Paramount Film Distributing Corporation, was presented with a scroll wishing him luck in his future endeavors at a farewell party given in his honor by Paramount executives last fortnight.

Barney Balaban, making the key address before presenting the scroll, lauded Schwalberg for "outstanding service to Paramount and for the tremendous part which he had played in the development and public acceptance of VistaVision."

Schwalberg said that in his new association with Ilya Lopert and Paul Gregory Productions he would handle distribution of a limited number of films, many of which will be filmed in the VistaVision process.

Schwalberg was also presented with a special arm chair, a duplicate of the one he had used at his desk throughout his term as president of Paramount Film Distributing Corporation.

Engel Heads SPG

HOLLYWOOD—Last week Samuel G. Engel succeeded retiring president Arthur Freed as head of the Screen Producers Guild, which represents 98 per cent of the film producers in the United States.

Seven new members elected to the board for three years were William H. Wright, Buddy Adler, William Thomas, William Goetz, Jerry Bresler, Frank P. Rosenberg, and Robert Bassler.

Also elected were Adler, first vice-president; Walter M. Mirisch, second vice-president; Louis P. Edelman, third vice-president. Julian Blaustein assumes the post of secretary; and Bresler and Robert Arthur become treasurer and assistant treasurer, respectively.

"NOT AS A STRANGER"

Stanley Kramer has done it again! Without a doubt, United Artists has a sure fire hit in this filmization of a most publicized book, which was a best seller. It has a great cast, including Olivia de Havilland, Robert Mitchum (who does his best in this), Frank Sinatra, and Brod Crawford, all of whom do outstanding jobs, as do Charles Bickford and Gloria Grahame.

With a big ad campaign announced, there is certainly a ready audience for this outstanding boxoffice bet. Grab it if you can. It's money in the bank!

—JAY EMANUEL

Legion Scores Pay-TV

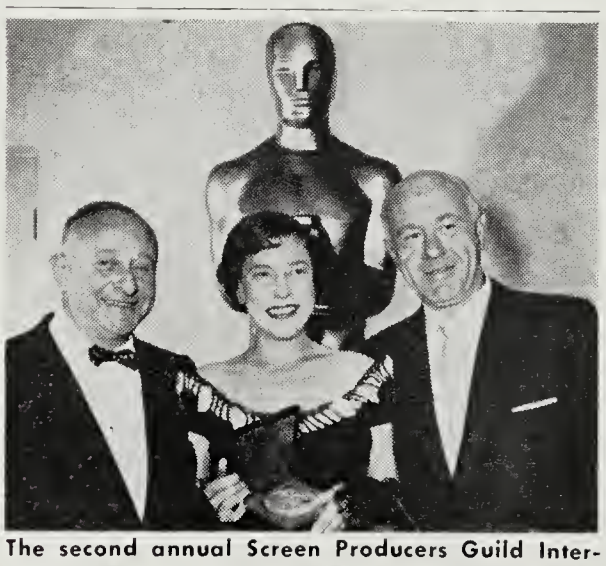
NEW YORK—The New York State American Legion Organization takes a dim view of Pay-To-See television and is especially concerned over its effect on thousands of veterans in hospitals throughout the United States, it was revealed last week.

The Legion's National Executive Board will consider the problems of Pay-To-See TV as they affect the American economy, and veterans in particular, at Indianapolis, and the New York department has urged them to oppose it on grounds it will take free TV programs off the air, including sports presentations which are tops on most hospitalized veterans' preference lists. These views have been made known to Congress and the FCC.

"We see no reason why all these donated TV sets should be converted to 'bedside slot-machines' requiring wounded, sick and disabled heroes to pay for programs they now enjoy without charge. The donors are responsible for the maintenance and repair of these sets and, obviously, installation of decoders and other gadgets presents a confusing and expensive problem."

Peiser Joins Magna

NEW YORK—The appointment of Seymour Peiser as west coast advertising publicity, and exploitation representative for Magna Theatre Corporation, world-wide distributors of "*Oklahoma!*" produced in Todd-AO, was announced last week by Nicholas John Matsoukas, national director of advertising, publicity, and exploitation.



The second annual Screen Producers Guild Inter-Collegiate Awards for best student produced films made on U. S. campuses were made recently at Hollywood's Academy Award Theatre. Taking part in the festivities were SPG president Arthur Freed, left; Judy Canova; and Sol Siegel.

Disney Sets Lineup Of '55-'56 Features

NEW YORK—Five new productions from Walt Disney and a rerelease will constitute the coming year's program of feature pictures from the Walt Disney Studios, it was announced last week by Leo F. Samuels, general sales manager, Buena Vista Film Distribution Company, the Disney releasing subsidiary. In addition, during the period from June, 1955, through June, 1956, Buena Vista will release at least six shorter Disney pictures.

The first of the features will be June's "Davy Crockett, King Of The Wild Frontier." Through June and July, the feature release will be "Lady And The Tramp," the first full-length cartoon in CinemaScope and stereophonic sound.

The feature during August and September will be "The Littlest Outlaw," a live-action story. Walt Disney's Christmas-New Year release will be his third full feature-length True-Life Adventure, "The African Lion." The rerelease of "Song Of The South" will be Disney's Easter film of 1956. In June and July of 1956, Disney will present "Perri," the first of what the producer will call his True-Life Fantasy features. "Perri" will tell the story of a just-born she-squirrel.

The shorter films will include "Arizona Sheepdog," a 20-minute Technicolor picture, released in conjunction with "Davy Crockett, King Of The Wild Frontier." "Switzerland," the first of Disney's new "People And Places" series, will be released with "Lady And The Tramp." It runs 32 minutes. Two shorter films will be released with "The Littlest Outlaw." They are "Johnny Appleseed," a 20-minute Technicolor excerpt from "Melody Time," and "The Emperor Penguins," a new eight-minute black-and-white documentary. The "Peter And The Wolf" sequence from "Make Mine Music" will be reshaped into a complete 20-minute film, and will be released in conjunction with "The African Lion." With "Song Of The South," a new half-hour "People And Places" Technicolor production, "The Blue Men Of Morocco" will be seen.

UJA Committees Named

NEW YORK—Avraham Harman, consul general of Israel in New York, will be the guest speaker at the annual luncheon of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York, it was announced last week by Adolph Schimel, vice-president and general counsel, U-I, chairman of the division. The event, which will honor Major Albert Warner, is scheduled for May 24 at the Hotel Pierre. Schimel also announced that the industry has completed its mobilization of the various committees to guide the division's 1955 UJA campaign.

Schimel Succeeds Keough

NEW YORK—Eric Johnston, president, announced at a meeting last week of the board of Motion Picture Association that he had appointed Adolph Schimel as chairman, MPAA Law Committee. Schimel, who succeeds the late Austin C. Keough, is vice-president, general counsel, and secretary, U-I.

Survey Forecasts Rise In Theatre Audiences

NEW YORK—An industry analysis made by Standard and Poor last week predicted that 1955 may see a weekly attendance average of 50,000,000 which could approach 55,000,00, which should be compared with averages of 49,000,000 in 1954 and 46,000,000 in 1953.

The report predicts theatre revenues of $1,300,000,000 for 1955, against $1,200,000,000 in 1954, attributing the increase to new theatres in operation. Profits of theatre operators, it is forecast, "will continue to be restricted by higher film rentals and other operating costs."

The analysis continues, "Earnings of leading producers may moderately extend the gains registered in 1954, partly reflecting increased remittances from abroad."

The survey lists the number of theatres operating at "around 19,000," including 4,100 drive-ins, and predicts that 4,500 drive-ins will be open in August. Admission prices are expected to climb slightly during the present year.

Film companies current and new television film activities are expected to produce relatively unimportant immediate benefits, which could become important in a few years.

Film stocks are called attractive short term investments, although color television and toll-TV make the future unclear. The survey notes that many companies could increase their dividends.

U-I Ups Ad Budget

NEW YORK—Climaxing more than a week of meetings of Universal-International's west coast and east coast advertising and publicity executives on promotion plans on the line up of top pictures scheduled for release during the summer and the fall, David A. Lipton, vice-president, last week announced an increase of $1,000,000 in the advertising and publicity budget for the current fiscal year ending Oct. 31 to give the company the largest promotional budget in its history.

The $1,000,000 additional allocation, Lipton explained, will be reflected in increased appropriations for all advertising media including daily newspapers, television and radio, in addition to the increase in national magazine advertising and Sunday supplements.

Scheduled to receive important national magazine advertising campaigns during the period between now and the end of the fiscal year are "This Island Earth," "Foxfire," "The Shrike," "The Private War Of Major Benson," "One Desire," "Female On The Beach," and "To Hell And Back."

Continental Appoints Thomas

NEW YORK—President Frank Kassler, Continental Distributing, Inc., recently announced that former exhibitor Harry H. Thomas has been named western sales manager for the firm with headquarters in Los Angeles.

Thomas, formerly eastern district sales manager of Monogram, president of PRC, president of Equity Pictures, and sales vice-president of Souvaine Pictures, has been in distribution since the days of the General Film Company.

Makelim Girds For First Picture With 3,518 Theatres Contracted

Paramount Buffalo Branch Wins "Salute to Future" Contest

NEW YORK—Paramount's Buffalo branch, headed by Edmund C. DeBerry, has won top position in the company's "A Salute To The Future" sales contest held last year in conjunction with celebration of Paramount's 40th Anniversary, it was announced last fortnight.

Top salesman in the final standings was Peter R. DeFazio, Indianapolis, with Eugene E. Beuerman, Los Angeles, in runner-up spot, and Charles A. Caliguiri, Des Moines, in third place.

New Haven branch, managed by Henry Germaine, took second spot in the race among the branches, and Chicago, managed by J. H. Stevens, emerged in third position.

Gordon To Europe For Allied

WASHINGTON—Allied States Association last week announced the naming of Julius M. Gordon, Allied secretary, as the associations official representative at the Cannes Film Festival, the regular meeting of the Union Internationale de l'Exploitation Cinematographique in Paris, and for conferences with officials of the Cinematograph Exhibitors Association in London.

Gordon will report to the Allied board on his return. The announcement noted that correspondence has been going on for some time between Abram F. Myers and foreign exhibitor leaders, with Allied often invited to send a representative to Europe.

IATSE, TNT Sign Pact

NEW YORK—Executives of Theatre Network Television and IATSE last week announced that the two organizations have concluded the first industry agreement covering employes in closed-circuit television. The contract will run for one year and cover all operations of the 41-city domestic-Canadian network over which TNT broadcasts the closed circuit program.

Robert J. O'Donnell, executive vice-president, Interstate Theatre Circuit, Dallas, recently presented to Doris Day in New York City, Interstate's first annual Golden Script Award "for her consistent outstanding screen portrayals and her subsequent boxoffice achievement."

HOLLYWOOD—With 3,518 theatres, including "154 of the finest and biggest circuits in America," contracted for the Makelim Plan, Hal R. Makelim, originator of the plan for exhibitor participation in production and head, Makelim Pictures, Inc., announced last fortnight that "no contracts, requests for contracts or corrected contracts" will be accepted after May 25. Correspondence postmarked up to midnight of that date will be considered.

"Patience is a virtue and I am thankful and grateful to the many thousands who have expressed it to me so abundantly," Makelim said at his offices at the RKO Pathe Studios. The producer said that he would announce soon his first group of pictures. Under the Makelim plan, participating exhibitors will receive 12 features annually at the rate of one a month.

"Close to 25 per cent of all the exhibitors in the country have joined and pledged in one body to exploit and promote Makelim Pictures," Makelim explained. These pictures, according to the producer, will be "clean, powerful, and entertaining stories. . . . There will be no smut and no epics—just good, clean pictures."

Makelim expressed his thanks and appreciation for the "patience, support, and confidence" of the 154 circuits and the "thousands of reliable and trustworthy independent exhibitors from coast to coast who have signed to the Makelim Plan, and to the exhibitor organizations whose verbal support helped so much."

In his personal efforts to bring the details of his plan to the country's exhibitors in need of product, Makelim has traveled more than 120,000 miles, and been to almost every section in which there is a motion picture audience, since last April, when the Makelim Plan was first announced.

Exhibitors who contract under the Makelim Plan are not required to invest money; they sign to pay for pictures on delivery at rental terms specified in "play or pay" contracts for the entire schedule of 12 feature productions. Rentals from contracted dates will cover the production costs, with profits from non-participating theatres and the foreign markets being divided between Makelim and the participating theatre owners.

Loew Sees Story Shortage

NEW YORK—Arthur M. Loew, president, Loew's International, recently called shortages of important story material, fine writers, and other creative talent serious obstacles to producers wishing to bring important pictures to the screen, as he concluded his six-week study of the MGM studio.

Commenting on MGM's past reluctance to make participation deals with independent producers and the recent arrangements with Samuel Goldwyn, David O. Selznick, Desilu Productions, and Sol Siegel, Loew said that the company's policies have always been tempered by conservatism when considering new methods and techniques.

May 31 thru June

400

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SPECTACULAR THRILLS:
bombardment of an army...with explosive globes of Greek Fire!

starring

DALE ROBERTSON • SALLY FORREST • LILI ST. C

co-starring **MARI BLANCHARD** • Directed by TED TETZLAFF • Written by AUBREY WISBERG and JACK POL

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THEATRES

across the U.S. have booked SINBAD for the first week in June!

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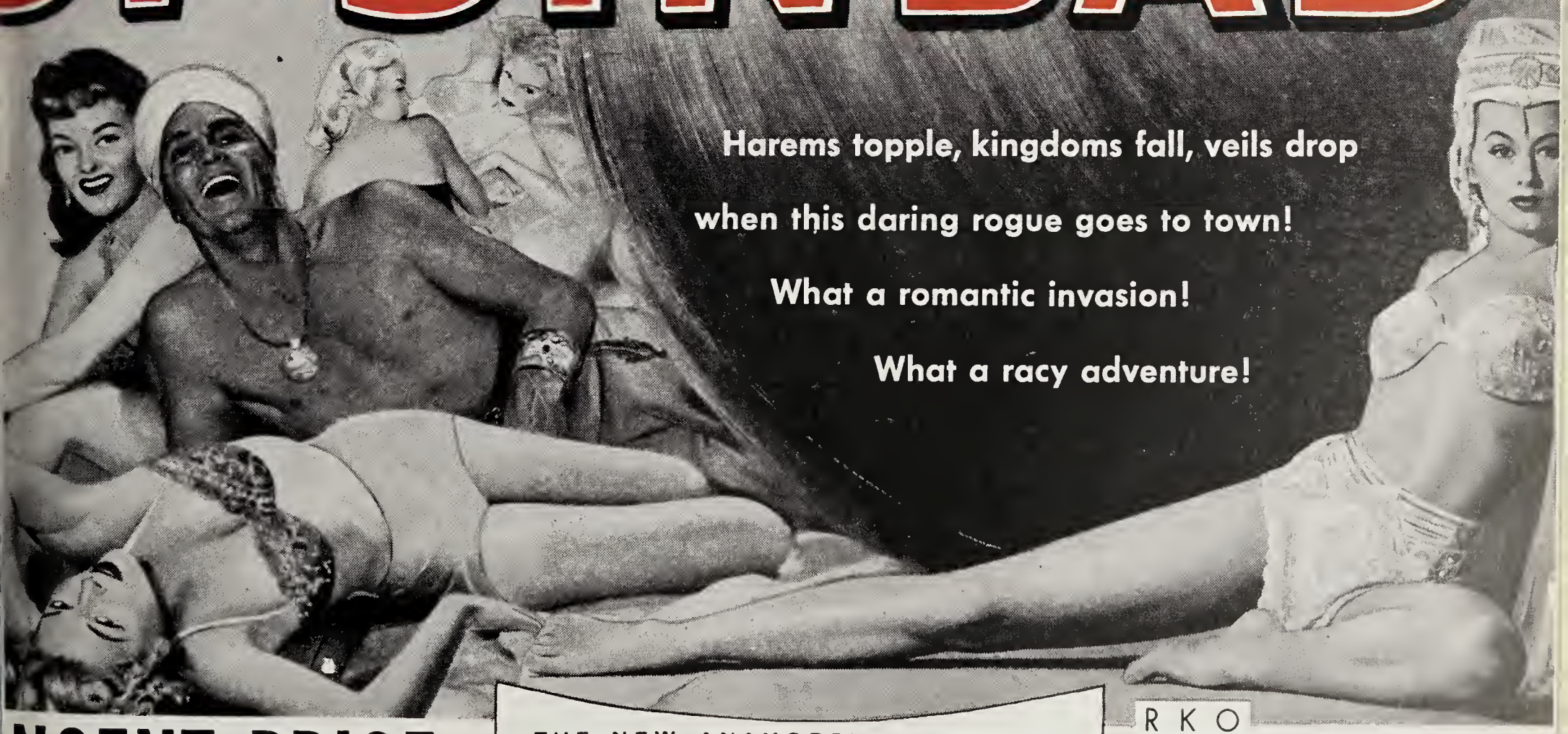
OF SINBAD



NCENT PRICE

by ROBERT SPARKS

THE NEW ANAMORPHIC PROCESS
SUPERSCOPE
ON THE GIANT WIDE SCREEN
color by TECHNICOLOR

RKO RADIO PICTURES

Krim, Picker, Launch First UA Foreign Meet

LONDON—Forty per cent of United Artists' global revenue now comes from the foreign market, it was disclosed here last week by Arnold M. Picker, vice-president in charge of foreign distribution, as he addressed 150 executives and representatives assembled at the Savoy Hotel for the second session of UA's international convention.

Picker described the expansion of the company's overseas operations since the Arthur Krim management group took over control early in 1951. During that period, foreign department personnel increased from 755 to 1,092. New branches raised the number of overseas offices from 55 to 67. Picker also reported that the number of prints manufactured to service foreign exhibitors had risen from 1,806 in 1951 to 3,836 in 1954.

The UA overseas distribution chief predicted that, with the tremendous concentration of blue-chip product brought to the United Artists release roster through the recent series of production deals, gains in foreign grosses during the coming year could well outstrip the progress made in the previous four years.

In the opening-day keynote address, President Arthur B. Krim declared that independent production is today a supreme factor in film-making throughout the world. Citing the world-wide character of United Artists production activities, Krim detailed the important films now before the cameras or scheduled to start work overseas.

The London convention, a seven-day session bringing together United Artists representatives from 20 countries in Europe, the Middle East, and Africa, launches the first world-wide series of foreign sales conclaves in the company's 36-year history.

NT Income Up

LOS ANGELES—National Theatres' consolidated income for the 13 weeks ended March 26 was $734,133 or 27 cents per share compared to $651,468 or 24 cents per share in the corresponding quarter for 1954, Elmer C. Rhoden, president, told stockholders last week.

The consolidated net income for the 26 weeks ended March 26 was $1,280,549, or 46 cents per share on the 2,769,486 shares of stock outstanding compared with $1,307,050, or 47 cents per share in 1954, Rhoden stated. Gross income for the same period was up four per cent but attendance was down eight per cent.

Striking an optimistic note, Rhoden said the company looks forward to a more satisfactory third quarter period "with the release of stronger attractions and the diminishing television audience in the summer."

Loew's Names Friedman

NEW YORK—It was announced last fortnight that Leopold Friedman, financial vice-president and treasurer of Loew's Theatres, will become the secretary of the circuit on the resignation of Eliot Rosenthal, who has held the post since last September. Harold J. Cleary, vice-president and comptroller, has been elected treasurer by the board.

MGM star Ann Miller is seen arriving for the recent world premiere of "Interrupted Melody," Metro, Melbourne, Australia.

The International Scene

(*Continued from page* 14)

winning films in the Canadian Film Awards. . . . Shareholders of Consolidated Theatres, Ltd., as of record May 2 receive a dividend of 12 cents on class A stock, and 10 cents on class B stock. . . . Film publicists in Canada are the subject of an article in the current Liberty magazine. Author is movie columnist Alex Barris, Globe and Mail, Toronto. . . . Jack Reid heads the Vancouver Film Board of Trade for 1955, while other officers include Steve Ralston and Harry Woolfe. . . . Norman Rae was appointed manager of the reconstructed Odeon Plaza, Victoria, B. C. . . . Three TV stations have been approved for Canada by the CBC board of governors which passes on all such applications. The new stations are to be located in Lethbridge, Wingham, and Charlottetown, PEI.

Italy

In Rome, Carlo Ponti, leading Italian producer, member of the team Ponti-De-Laurentiis, expressed confidence that the restrictive measures proposed for the new basic film law for Italy will be overcome by the industry. Ponti announced that the Italian film producers have filed a protest with Undersecretary Scalfaro, who is expected to withdraw the regulations following a hearing, inasmuch as the Italian film industry already operates under a self-imposed code not unlike the Production Code observed in the United States, which the producers feel adequate to prevent the abuse of moral principles. Although the producers are not opposed to the Scalfaro principles, Ponti and his associates feel that the government edict is unnecessary.

U-I Foreign Billings Set Record In Daff Push

NEW YORK—A new all-time record high for foreign billings was set in the final week of the 1955 Daff Drive, 17 week sales drive conducted overseas by Universal-International, it was announced last week by Americo Aboaf, vice-president and general foreign manager.

Thirty-nine branches and distributors throughout the world participated in the drive honoring Alfred E. Daff, executive vice-president.

Konecoff

(*Continued from page* 8)

ley, Solly Pernick, Margaret Hayes, Emanuel Frisch, Thomas Murtha, Charles Reagan, Gus S. Eyssell, Fred J. Schwartz, Sam Rosen, Herman Gelber, Abel Green, Samuel Rinzler, Max A. Cohen, Jay Emanuel, Al Schwalberg, Edward Fabian, John Schubert, Martin T. Lacey, Weitman, Halloran, Spyros P. Skouras, Harland Holmden, German, Walsh, O'Donnell, Downing, Joseph Vogel, Harry Brandt, Leonard Goldenson, Lindsay, Herman Robbins, Ned Depinet, Milton Weintraub, Richard Altschuler, Hon. Matthew M. Levy, Alan E. Freedman, Wilbur Snaper, Walter E. Branson, James Walcott, Robert Coyne, Dr. Sidney Carter, Don Mersereau.

We would like to offer our personal congratulations to Dick Walsh, a fine choice for the award this year.

BITS AND PIECES: Shirley Yamaguchi, Japanese film star in 20th-Fox's "House Of Bamboo." has been voted "Miss International Appeal" by the crew of the Coast Guard ice-breaker Westwind, and personally saw the ship off on its annual Arctic cruise recently. This is a crusher. . . . Hy Terman, executive director, Cleveland's Mid-Town, makes his screen debut as a slave in C. B. DeMille's "The Ten Commandments." This chap not only shows 'em but investigates his films first hand. . . . The Martin Drive-In, Edmundston, N.B., had to rely on a bulldozer to clear away the snow when it opened for the season recently. Guess what the attraction was? "Underwater," no less.

VARIETY NOTE: The local Variety Club at a recent luncheon meeting presided over by Martin Levine had as its principal guest Jack Lavelle, scout for the N. Y. Giants, and he endeavored to explain, "How the Giants were going to get out of sixth place." Brooklyn fans were unimpressed.

PERSONAL NOTE: Hello, Monty Salmon, wherever you are.

THE METROPOLITAN SCENE: Last Thursday night was "Daddy Night" 'round these here parts and the midtown area surrounding the Roxy was indeed conscious of the premiere of "Daddy Long Legs" at that house as an Army band played, flashlight bulbs of covering photographers popped to record the arrival of numerous personalities, radio and TV covered everything, etc. What we especially liked about the whole deal was that Spyros P. Skouras, 20th-Fox president, turned over the entire proceeds to the March of Dimes to help pay for the needed Salk vaccine. . . . Sorry to hear about Bill Pine passing on. He seemed, to us at least, to be a straight-forward guy who was on the level in all his conversations with us, which puts him pretty high in this league. . . . The Roxy and Bill Moclair are honoring Mothers on their Day with perfume and orchids. . . . June 19 will see Ed Sullivan's "Toast of the Town" salute for the full hour Leland Hayward's "Mister Roberts," with both the stage and filmed versions getting proper play.

It's A HILARIOUS NEW LOOK AT LIFE!

..set to the
WILD WONDERFUL
BEAT of YOUNG HEARTS
in LOVE!!

Jack's "baby"-sitting for a bachelor!

AIN'T MISBEHAVIN'

it's got that m-m-m-MAMBO!

...and that m-m-MAMIE!!

Reggie's got his eye on a girl– anybody's girl!

"A Little Love Can Go A Long Long Way"
•
"The Dixie Mambo"
•
"I Love That Rickey Tickey Tickey"
•
"Ain't Misbehavin'"

PRINT BY Technicolor

starring **RORY CALHOUN · PIPER LAURIE**
JACK CARSON · MAMIE Van DOREN
with REGINALD GARDINER · BARBARA BRITTON · DANI CRAYNE

Universal International

Directed by EDWARD BUZZELL · Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN
Produced by SAMUEL MARX · A UNIVERSAL INTERNATIONAL PICTURE

Another Picture with that Universal Appeal!

Lipton Heads Meetings Of U-I Ad Pub-Ex Men

NEW YORK—David A. Lipton, U-I vice-president, last week held a series of advertising, publicity, and promotion meetings in New York attended by eastern and west coast executives to map the company's promotional plans on its high rated summer releases.

Also to be charted are the record promotional campaigns on "The Shrike," which will be released in September after a series of important key city openings during July and August, and "To Hell And Back," which is being set for one of the greatest promotional campaigns in the history of U-I.

Highlighting U-I's summer releases will be "This Island Earth," "The Private War Of Major Benson," "Foxfire," "Ain't Misbehavin'," "One Desire," "The Purple Mask," and "Francis In The Navy."

Attending the meetings were Charles Simonelli, eastern advertising and publicity department manager; Clark Ramsay, executive assistant to Lipton; Philip Gerard, eastern publicity manager; Jeff Livingston, eastern advertising manager; Herman Kass, eastern exploitation manager; Henry A. Linet, sales promotion manager; Bob Rains, who supervises the company's television and radio promotion activities at the U-I Studios; Bob Faber, who supervises the production of U-I trailers; John Horton, U-I's Washington representative; and Robert Gillham, vice-president, Cunningham and Walsh, U-I advertising agency.

U-I Wins Suit

NEW YORK—Federal Judge Edmund L. Palmieri handed down a decision last fortnight in favor of U-I in the suit brought against the company by Thomas T. Cooke, an attorney, for services rendered from 1946 to 1951 in the appeal taken by Universal in the case United States vs. Paramount. Cooke sought judgment for $115,000 on the basis that benefits resulting to the defendants from his services extended into 1951, although the testimony established that the services were rendered only until February, 1949.

In ruling for the defendants, Judge Palmieri stated that he regarded the suit as an imposition on the defendant and on the court.

Four-time Academy Award winner, director John Ford, recently received a citation from the Daughters of the American Revolution at Constitution Hall, Washington, for Columbia's "The Long Gray Line," voted by the DAR as "the best patriotic picture of the year." From left to right are Paul N. Lazarus, Jr., vice-president, Columbia; Mrs. F. Allen Burt, chairman, motion picture committee, DAR; and Ford.

Warners Buy Stock

WASHINGTON—It was reported by the Securities and Exchange Commission last fortnight that Harry M. Warner, president, Warners, bought 1,700 shares of common stock in the corporation during March, which increased to 13,700 shares his beneficiary trust holdings, and to 105,850 shares his direct holdings. Albert Warner, vice-president, who also bought 1,700 common shares, now holds 32,700 shares in beneficiary trust and 160,000 shares directly. Jack L. Warner, vice-president, increased his direct holdings to 295,399 shares with his acquisition of another 1,700 common shares.

Trading in other film shares was also heavy during this period.

20th-Fox Boosts Adler

NEW YORK—In addition to his activities as a 20th-Fox producer, Buddy Adler henceforth also will function as an executive on the staff of Darryl F. Zanuck, it was announced by Zanuck last week.

During the year that Adler has been under contract to the studio he has produced five pictures, "Soldier of Fortune," "Violent Saturday," "House of Bamboo," "Left Hand Of God," and "Love Is A Many Splendored Thing."

Zanuck emphasized that this appointment does not alter the status of any other studio executive.

Empire Announces Financial Expansion

ORLANDO, FLA.—An expanded financial program to meet increased production was announced recently by officers of Empire Studios, Inc., motion picture producers of this city.

Empire's plans to broaden its financial structure became known simultaneously with the appearance of newspaper advertising announcing an issue of 60,000 shares of the company's common stock.

According to R. John Hugh, president, a resolution authorizing the issue was approved by Empire stockholders at their annual meeting. Outstanding stock in the company will be recalled, he said, and reissued on a 25-for 1 basis.

The action represents what Hugh termed "merely the beginning of a long-range program" that eventually will enable the independent company to turn out a minimum of six feature length films a year.

Company officials say they expect to spend upwards of a quarter million dollars during the next six months. This will include some of the basic costs in the preparation of two new films, which under the terms of Empire's multiple picture releasing contract with Republic must be ready for national distribution this winter.

The first of these pictures, which will go into production within the next 30 days, is the original story concerning the life of the legendary Seminole leader, Osceola, written for Empire by Frank G. Slaughter, noted novelist. The second film, scheduled to go before the cameras in the fall, is a modern murder mystery.

Empire's new financial program was planned and directed by Gerard R. Jobin, Investments, Ltd., national brokers and underwriters, with main offices in St. Petersburg, Fla., who have been retained as financial advisers and fiscal agents by the film company.

Empire officers, elected at the annual meeting are Hugh, president; Jack A. Nants, Dean G. Downs, and H. R. Hathaway, Jr., vice-presidents; John E. Thomas, secretary-treasurer; and Robert T. Threadgill, assistant secretary-treasurer.

Members of the board include Hugh, Nants, Downs, Hathaway, and Thomas in addition to Harry H. Hearn, W. H. Urban, William A. Slade, and Robert James.

This Was The Week When.....

Film rights were acquired by MGM to Ferenc Molnar's "The Swan," as a vehicle for Grace Kelly. . . . "Wuthering Heights" was re-released by Samuel Goldwyn Productions, Inc. . . . Noel Meadow formed Omnifilms, Inc., for the acquisition of foreign films. . . . MGM announced plans to distribute the European production of "Svengali" in the U. S. . . . Buena Vista announced a late June premiere at New York's Roxy for Disney's "Lady and the Tramp." . . . The premiere for Allied Artists' "Wichita" was set for the Miller, Wichita, Kans., on July 13. . . . U-I directors declared a dividend of $1.06 on common preferred, payable June 1, to holders of record May 16.

RKO's "Quest For The Lost City" world premiered at Los Angeles' El Ray. . . . The bow of 20th-Fox's "The Seven Year Itch" was set for Broadway's Loew's State, June 3. . . . U-I called branch and home office sales execs to Los Angeles for a preview of top boxoffice products. . . . Howard Hawks' production of "Land Of The Pharaohs" for Warners, was booked into the Astor, Times Square, for May 24. . . . President Russell Downing, Radio City Music Hall, was appointed employe chairman, Entertainment Group of the Greater New York Fund for '55. . . . Charles E. Skinner Productions signed with Gibraltar for nation-wide distribution.

Hennock Asks FCC Probe

WASHINGTON—With application for pay-as-you-go TV still pending, Federal Communications Commissioner Frieda B. Hennock last fortnight urged the Senate Interstate Commerce Committee to make an intensive study whether television networks should be permitted to produce and distribute films. Miss Hennock sharply criticized earlier reports by the committee and two FCC members dealing with television networks and UHF stations and insists the film question should be part of a Congressional probe.

The Commissioner, without mentioning toll-TV directly, pointed out that network monoply of stations, affiliates, talent, and penetration into production and syndication phases of the film industry adversely affects competition and strangles the development of TV.

In The Newsreels

IN ALL FIVE:

France: America's Bassett defeats France's lightweight champ Ferrer.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 37) Washington: President's press conference. New York: Eccentric gives Queensboro Bridgemen lofty chase. Eastern Colorado: Secretary of Agriculture Benson views drought damage. Germany: Swedish ferry a beauty. Chesapeake Bay: Navy demolishes obsolete buildings on man-made island. McKenzie River, Oregon: White water boating.

NEWS OF THE DAY (Vol. XXVI, No. 271) Washington: President's press conference. England: Churchill home for political battle. South Korea: Hero sons mourned. Rangoon: Burmese New Year. Lake Charles: Oil fire. Butler, Md.: Steeplechase.

PARAMOUNT NEWS (No. 74) Washington: President's press conference. Hollywood, Cal.: Thailand Premier visits. South Korea: Hero sons mourned. Silver Springs, Fla.: Ginger Stanley in underwater swim record.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 669) New York: Eccentric gives Queensboro Bridgemen lofty chase. Turkey: Marines in NATO maneuvers. Morocco: New dam. Holland: Table tennis championships. McKenzie River, Oregon: White water boating.

WARNER PATHE NEWS (Vol. 26, No. 76) Japan: School for brides. Korea: Seoul greets new Eighth Army Chief. South Korea: Hero sons mourned. Jordan: Arab legion salutes boy king. Washington: President's press conference. San Diego, Cal.: First jet target plane. Germany: World wrestling championships.

IN ALL FIVE:

Italy: Gronchi is new President.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 38) Washington: President Eisenhower lays cornerstone for AFL headquarters. Massachusetts: Circumnavigators back in home port. England: Sir Anthony Eden starts campaign. Israel: Seventh Independence Day. France: Stork busy at zoo. Las Vegas, Nev.: Golf's Tournament of Champions. Lewiston, Idaho: Motorcycle hill climb.

NEWS OF THE DAY (Vol. XXVI, No. 272) Saigon: Civil war rages as Emperor Bao Dai rests in exile on French Riviera; French and U. S. agree he must be deposed. France: New robot bomb. Africa: Adlai Stevenson visits Kenya. Formosa: 500 Chinese from other lands return home. Germany: Springtime at the Hamburg zoo. Las Vegas, Nev.: Golf's Tournament of Champions. Kansas: Drake relays.

PARAMOUNT NEWS (No. 75) Washington: President Eisenhower lays cornerstone for new AFL headquarters. Philadelphia: Olympia marks 57th anniversary of battle of Manila Bay. Africa: Adlai Stevenson visits Kenya. Teterboro, N. J.: Polar expedition leaves. France: Glove fashions. Austria: Woodchopper derby. Lewiston, Idaho: Motorcycle hill climb.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 670) Austria: Reds return Austrian captives. Washington: President Eisenhower lays cornerstone for AFL headquarters. New York City: Loyalty Day parade. Teterboro, N. J.: Polar expedition leaves. San Diego, Cal.: Flyers' life assurance. Winchester, Va.: Apple blossom festival. Lewiston, Idaho: Motorcycle hill climb.

WARNER PATHE NEWS (Vol. 26, No. 77) Washington: President Eisenhower lays cornerstone for AFL headquarters. Washington: A.E.C. releases atomic engine scenes. Israel: Seventh Independence Day. France: New robot bomb. Africa: Adlai Stevenson visits Kenya. San Diego, Cal.: Flyers' life assurance. New York: 13 boys in one family. England: Edinburgh on mine visit. France: Kayak race. Lewiston, Idaho: Motorcycle hill climb.

NATIONAL LEGION OF DECENCY

May 5, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Eternal Sea" (Republic); "The Purple Mask" (U-I); "Strategic Air Command" (Paramount); UNOBJECTIONABLE FOR ADULTS: "Man From Laramie" (Columbia); OBJECTIONABLE IN PART FOR ALL: "Kiss Me Deadly" (UA); "The Prodigal" (MGM); "Prize Of Gold" (Columbia); "Robbers Roost" (UA); "Terror In The Night" (Columbia).

MM Signs PR Firm

NEW YORK—Marilyn Monroe Productions, Inc., last week announced that it has retained the services of the Arthur P. Jacobs Company as national public relations counsel

"O thou of little faith wherefore didst thou have any doubt?"

After midnight of May 25, 1955, no contract or request for contract will be considered in THE MAKELIM PLAN.

Contracts, requests for contracts, or those returned for correction, under THE MAKELIM PLAN, mailed before midnight of May 25, 1955, will be considered.

3529 EXHIBITORS (close to 25% of all the exhibitors in the country) have joined and pledged in one body, to play and pay for, to exploit and promote MAKELIM PICTURES, one a month. Clean—powerful—entertaining stories that will bring a tear, a smile, or a thrill. No filth—no smut—no epics—just good, clean pictures. Good for the 10-year-old, the teenager, the parents, and the grandparents.

I humbly bow my head in thankful prayer for the patience, support, and confidence of 154 of the finest and biggest circuits of theatres in America who have signed for THE MAKELIM PLAN.

To the thousands of reliable and trustworthy independent exhibitors from coast to coast who have all signed for THE MAKELIM PLAN—and to those exhibitor organizations whose verbal support helped so much—my sincere thanks. I am truly grateful.

So that all who join THE MAKELIM PLAN will have done so on an equal basis—stories, casts, and starting dates, will be announced after the closing date.

Patience *is* a great virtue, and I am thankful and grateful to the many thousands who have expressed it to me so abundantly.

Hal R. Makelim

9336 Washington Boulevard, Culver City, California

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Interstate Takes Steps To Draw Teen-Agers

DALLAS—A plan to increase movie patronage of youths in the 12-through-17 years of age bracket by means of a revolutionary intermediate price scale will be put into effect this month by Interstate Theatres.

The action was inspired by the urging of Leonard Goldenson, president, American Broadcasting-Paramount Theatres, to encourage attendance of young moviegoers. Some years ago Interstate adopted a Junior Ticket plan, but because of a federal excise tax burden, plus some other problems including abuse of the plan by over-age patrons, it was dropped.

Goldenson felt, and Interstate has long been in agreement, that children and young people are among the movies' most faithful customers. However, regularity of attendance tends to lessen when the age of 12 is reached because of the big admission price increase. Interstate believes that its new plan, nearing completion, will eliminate the "bugs" which plagued earlier ventures into the intermediate age price field.

Interstate's plan, briefly, is to recruit young moviegoers by issuing "Movie Discount" cards, which will entitle holders to reduced admission privileges. The laminated plastic cards will be sold for one dollar and will be good for one year from the date of issuance. The plan is a continuous one, with holders of cards allowed to purchase new cards at the end of each 12-month period until they reach their eighteenth birthday. And there will be a continual flow of potential new customers attaining the age of 12.

The card is expected to be especially desirable because it will provide reductions up to 50 per cent of adult admissions which the teen-age group has been paying. Aware of tens of thousands of "Movie Discount" cards might be sold throughout the circuit, a 12-months per year bookkeeping system is being set up to handle applications and renewals.

Advertising will point up the fact that the card will make it possible for the 12-through-17 year age group to see almost twice as many movies at Interstate theatres for the same amount of money previously paid for adult priced tickets. Parents who give allowances to their children will be made cognizant of the savings they will derive as a result of the new plan, too.

A special publicity and advertising campaign manual will be supplied each theatre in the circuit, giving managers the tools with which to dramatically and vigorously sell the unique plan. The campaign will not only introduce the plan but also will sustain it. Following a one-week teaser campaign on theatre screens, in lobbies, through newspaper stories and radio spots, approximately three weeks before the end of school the entire state will be bombarded by a barrage of advertising, publicity, and exploitation stunts, hitting simultaneously in all 21 towns of the circuit.

In preparation now are advance and current newspaper ads carrying application blanks, which will guarantee fast and complete distribution. Additional application blanks will be available on thousands of heralds to be handed out in theatres and at schools. A novelty form of newspaper ad will be a four-column cartoon by a celebrated Texas newspaper cartoonist. It will be published in school papers and dailies.

Unusual radio spot announcements will utilize the voices of well-known motion picture stars; and vocals, telops and announcements will be made on television. Outdoor posting will include three-sheets, 24-sheets and public bus cards; and announcements will be made at scores of weekly Saturday morning kid shows.

R. J. O'Donnell, vice-president and general manager, Interstate, said he believes the plan will work to the mutual advantage of youths and theatres.

Interns, a pretty model, and a hospital bed were the ingredients of this recent novel street display arranged by Maury Schwarz, Walter Reade's Bridge, San Francisco, for street bally on Republic's "Doctor In The House." The "internes" handed out bandages for use by patrons in event they split their sides laughing at the film.

Travel Contest To Aid "Summertime" Dates

NEW YORK—A national contest that will award eight expenses-paid vacations in Venice and $5,000 worth of prizes has been set in behalf of United Artists' "Summertime," it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

Pegged on the Italian location filming of the United Artists release, the contest requires entrants to complete the sentence, "I would like to fly to Venice, where 'Summertime' was filmed, because . . ." Four national winners and their companions will be flown to the colorful city of canals by LAI (Italian Airlines). After a free, week-long stay at the famous Hotel Royal Danieli Excelsior, LAI will fly the finalist home.

Eighty-five Lau portable window fans, valued at $5,000, will be distributed to runners-up in the jumbo promotion spotlighting key dates and subsequent runs of "Summertime" throughout the United States.

Special exhibitor aids for the attention-building competition include a free one-sheet poster listing the roster of awards, contest blanks, and heralds.

Wide-spread support for the "Summertime" vacation-in-Venice promotion will come from counter and window displays at travel agencies, bus depots, and air and rail terminals in every exchange area throughout the country. Displays backing local playdates will combine posters and scene stills with prominent "Summertime" credits. The contest is also being ballyhooed in a half-page ad appearing in the May issue of Cosmopolitan magazine.

Merchant Co-ops Stressed

GUELPH, ONTARIO—Herb Chappel, Famous Players Canadian Corporation, Ltd.'s, Palace, recently set several nice tieups with the Royalty Food Plan. One was a give-away of a Ureka vacuum cleaner. This had a small booth with contest ballots and ballot box in the lobby on "Green Fire" with signs reading: "Enjoy Green Fire—and stay out of the red in your Food Budget, etc." The other was in the nature of a co-op ad in the Daily Mercury, 14 inches by two columns on "Untamed," which read, "Don't let your food costs run wild! Tame Them the Royalty Food Plan way. See 'Untamed,' Palace, etc."

FIREWORKS DISPLAYS
DISCOUNT 25% DISCOUNT
FROM REGULAR CATALOGUE PRICES
Pyrotechnic Fireworks Displays for all occasions.
LARGE OR SMALL . . . WE SELL THEM ALL!
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• Quality Merchandise
• Large Selection
Send for catalog and save your money
LAFER ENTERPRISES
R.R. No. 1 Port Clinton, Ohio

NEWS OF THE Territory

BRANCHES

Atlanta

Atlanta's largest drive-in is now under construction and will be ready to open in approximately 45 days. The theatre is being constructed by Georgia Theatres. John H. Stembler, president, said the theatre will accommodate more than 1,000 cars and will incorporate into the building all modern facilities that have been engineered during the past three years. It will have CinemaScope screen 120 feet wide and 70 feet high, with a lake in front of the super structure. The drive-in will be named the South Expressway Drive-In.

Sam George, manager, Paramount, has resigned. Curtis Mays, manager, Roxy, moves to manager, Paramount. . . . Harold Spears, Variety Club chief barker, is really getting up a head of steam for Old Newsboys' Day on May 13, for the benefit of the Cerebral Palsy School. John Fulton, the radio and TV exec, suggested a grand slogan for the day, "Let's make Friday 13 a lucky day for a CP child." Fred Coleman, theatre owner, "Papa" of the Old Newsboys' day idea in Atlanta, was beaming with confidence as muscles are flexed to better the $66,000 of last year.

Louis Rosenbaum, partner, Muscle Shoals Theatres in Alabama, was cited for his work in the March of Dimes campaign by the local newspaper in connection with the announcement of the success of the Salk anti-polio vaccine. Rosenbaum was credited with having worked steadily over the year as chairman to raise funds for the cause in the Muscle-Shoals district. He also was cited for his work for crippled children.

E. D. Martin, president, Theatre Owners of America, has appointed Horace Denning, Jacksonville, as co-chairman of the drive-in theatre committee of the national exhibitor group. Denning is president, Motion Picture Exhibitor Association of Florida.

Mr. and Mrs. Johnnie Lawrence, Lawrence Amusement Company, Nashville, Tenn., has returned there after a visit with friends. . . . At the home of Mr. and Mrs. Curley Burns, he's booker, Columbia, the old stork left a baby boy. . . . Walter Griswald, office manager, Howco Films, has resigned. . . . Paul S. Wood, theatre owner, Century, Fla., has taken over the Coosa, Gadsden, Ala. . . . Mrs. Elizabeth Miller, biller, Allied Artists Southern Exchanges, checked in after a vacation spent in Florida.

An Alabama woman filed a suit in Federal Court asking $100,020 in damages from the Theatre Service Company in the death of her 18-year-old boy. The petition of Mrs. Ella Estelle Harrell asserts that H. L. Titshaw, driver for the film company, was driving negligently at about 70 miles per hour when a sand truck in which James Earl Harrell was riding as a passenger was struck.

Columbia starlets Evelyn Bunn, Laura Brook, and June Edwards, top to bottom, recently arrived in Memphis and were presented with initialed handbags by disc jockey Dick Covington; Watson Davis, Malco Theatre manager; and Norman Colquhoun, Columbia's Memphis branch manager, who rounded out a welcoming committee. The three lovelies, who appear in "Three For The Show," are on a personal appearance tour in key cities on behalf of the film.

Mrs. H. G. Fuller, owner, Star, Phil Campbell, Ala., has closed the house. . . . The Kissimmee Drive-In, Kissimmee, Fla., owned by Mr. and Mrs. H. G. Ventry, Ponce de Leon, Fla., has opened. They also own the drive-in at Ponce de Leon. . . . The Robertsdale, Robertsdale, Ala., and Lex, Eleberta, Ala., in cooperation with local merchants, are offering free tickets on each Wednesday until May 28.

The Lucas, Savannah, Ga., received an unexpected publicity break before the opening of "A Man Called Peter" in the form of a full column of praise for the picture in The Savannah Evening Press. The column was a reprint of an article in The Atlanta Constitution by the Reverend Charles L. Allen. . . . A 10 per cent gross receipts tax on theatres and other places of amusement in Russellville, Alabama, has been proposed in a bill there.

Lorraine Jackson, manager, Victoria, New Smyrna, Fla., has been appointed Florida State Theatres relief manager during the summer vacation. . . . The Circle, Hialeah, Fla., gave a free Saturday afternoon matinee for the kiddies under the sponsorship of the Citizens Federal Saving and Loan Association. . . . The E. M. Loew Theatres, Inc., Boston, has started construction of a new 598-car drive-in at Hallendale, Fla., to cost $170,00. The screen will be 72-feet high. . . . The third anniversary celebration was held at the Lake Haines Drive-In, Haines City, Fla.

The Atlanta-Fulton County joint planning board approved establishment of Atlanta's first Negro drive-in. Bailey Theatres was the petitioner. Work will start at once. . . . The Southeastern Movie Festival, a 30-day program, will get under way in over 300 theatres in Tennessee, Florida, and Georgia on May 16, with Warners' "The Sea Chase" as the picture selected to start the festival going. Luncheons to celebrate the occasion are headed by one to be held here on May 17, with Governor Marvin Griffin of Georgia attending. The Warner film should be a good starter for the big program.

Lamar Reddick, Hi-Way Drive-In, De-Funiak Springs, Fla., has installed CinemaScope, as has the 31 Drive-In, Cullman, Ala. . . . A 500-car drive-in, Tavernier, Fla., is being built by Major and Mrs. Robert L. Dancan. . . . The Lake, Lakeland, Fla., is now equipped with CinemaScope.

The Lake, Lake Butler, Fla., is installing a CinemaScope screen. The stage and the old cooling system had to be removed and the stage lowered. . . . Johnny Russell, manager, Gay, Hartsville, Tenn., is installing CinemaScope by Wil-Kin Theatre Supply Company.

Ed Nolan, ground keeper and night watchman, Park-Vue Drive-In, Muscle Shoals, Ala., says that flood waters may have saved his life. A windstorm blew down the theatre screen, demolished a small house nearby, and leveled part of the fence. Nolan has been sleeping in the small house near the screen, but just before the storm, had been chased out by high water. The flood was a lucky break indeed!

CinemaScope has been installed at the Magnolia, Titusville, Fla., owned by Mr. and Mrs. Andrew Cutter. . . . The Regent, Crystal River, Fla., has been equipped with CinemaScope screen and new projection machines. . . . Cletus Benton and Hoyt Fair are new owners, Cleveland Drive-In, Cleveland, Tenn., from Walter Morris. . . . The Cherokee Amusement Company has closed their Capital, Oneida, Tenn. . . . The Gay, Jellico, Tenn., will run only three days each week until business gets better. . . . E. H. Brauer, branch manager, Republic, was back from New York. . . . Herb Greenblatt, general sales manager, RKO, was in for a visit with Dave Prince. . . . Sid Reams, formerly with Republic, made his first visit on Film Row since a heart attack several months ago. . . . Columbia's George Roscoe's daughter has left for a trip to Europe to study dramatics. . . . Johnny Harrell, Martin Theatres' buyer, checked in after a trip to Jacksonville. . . . It was a happy birthday to Ben Jordan, Allied Artists Southern Exchanges.

Martin Theatres, Columbus, Ga., has closed their Ritz, Sylacauga, Ala. . . . The regular meeting of the Atlanta Variety Club was held in the club rooms with Jack Tarver as guest speaker. . . . The first copy of the 1955 edition of "Old Newspapers Day Cerebral Palsy" newspapers was auctioned off for a substantial sum.

A misdemeanor charge filed against William Schultz, manager, State, Tampa, Fla., in connection with showing "Garden of Eden," has been dropped by municipal court. Schultz was at first charged with showing an obscene motion picture, and later the charges were showing a film which hadn't been cleared with either the National Board of Review or New York State censorship authorities.

The Koblegard Theatre interests in Fort Pierce, Stuart, Vero Beach, Cocoa, Eau Gallie, and Melbourne, all in Florida, were sold to the First Southern Corporation, thus ending a long show business history that began here in 1923.

James L. Cartwright, Florida State Theatres district manager, was elected for the 19th consecutive year to the board of directors of the Florida State Chamber of Commerce. . . . The Riviera, Chattanooga, Tenn., was recently remodeled at a cost of $20,000 for the showing of art films. With the reopening of the Riviera, the Park is being reverted to neighborhood status. . . . Work will start on the rebuilding of the screen tower, boxoffice, and concession stand at the Victory Drive-In, Savannah, Ga., recently destroyed by a freak tornado. . . . Clifford Still, Chipley, Fla., is new manager, Gem, Cuthbert, Ga. He replaces C. L. Funderburke, who died recently.

A. L. King, owner, King Drive-In, Russellville, Ala., has been plagued by an outbreak of vandalism. King offered a $50 reward for the name of the person who took a speaker from a back ramp and the same amount for the name of the individual who appropriated a no parking sign. . . . The Bacon, Alma, Ga., has installed stereophonic sound by Wil-Kin Theatre Supply Company.

Thomas P. Titwell, 20th-Fox branch manager, and Marvin Skinner, booker, Jacksonville, returned there after a visit here. . . . E. H. Geissler, Wil-Kin Theatre Supply Company was back after a trip to Florida.

The new Sheryl Drive-In, Commerce, Ga., owned by Bill Wilson, has opened with bookings by Marguerite Stith. . . . The New, Hurtsboro, Ala., has reopened after being closed for a year. C. B. McManus is owner. . . . The Kent, Immokalee, Fla., has installed CinemaScope.

Charlotte

W. Frank Harris, Harris Theatre Sales, Inc., came out in one of the 10 places for election to City Councilman in the primary. The run-off will be in May. . . . Roy Smart, Wilby-Kincey office, and Mrs. Smart, accompanied by their daughter and her children, Mrs. Joseph W. Grier, Jr., Joseph III, Cathie, and Susan, went to Garden City, S. C.

WOMPI held their first meeting in the form of a dinner luncheon at Thacker's Restaurant. The president, Mrs. Myrtle Parker, Paramount, presided. The invocation was given by Mrs. Hazel Miller, U-I, and she was appointed chaplain of the WOMPI group for the year. The project for the group is the County Home. Gifts will be taken up each Wednesday and distributed to the guests of the Home by the members. A basket will be placed in one of the exchanges for receiving the gifts. MGM had the basket for the week. Each week a different exchange will have charge of receiving the gifts. The committee for planning the installation banquet is composed of Mrs. Pauline Griffith, N. C. Theatres Association; Mrs. Marjorie Baker, Wil-Kin Supply Company; and Mrs. Gladys Hawkins, Wilby-Kincey. The officers for the year and the committees will be installed at this dinner and invited guests will be the heads of each exchange and group.

Joe Moore Laekey, manager, Acme Theatres' Empire, Birmingham, Ala., was recently awarded the Third Army Certificate of Appreciation by Colonel R. C. Theiring, Chief, Alabama Military District. The certificate was awarded Laekey in recognition of his services in support and promotion of the Army Reserve Program, National Guard, and National Defense. It is believed that the award is only the second to be made in the Third Army District to anyone in the motion pieture business.

Helen Brunson, secretary, Wilby-Kincey, is in New York on her vacation. . . . Charlie Freeman, head, booking department, Wilby-Kincey, is the proud papa of a new baby girl. . . . Miss Catherine LeGrand has resigned her position with Kay exchange to go with the Charlotte City Coach Lines. She was with Kay 11 years. . . . Mrs. H. F. Kincey, wife of H. F. Kincey, Wilby-Kincey Theatres, and Mrs. John Schenck were spending 10 days in New York on a pleasure trip.

Mrs. Thelma Culp, cashier, Warners, has been on the sick list. . . . From RKO comes the word that Cupid is on the alert. Booker James Burton is going to tie the knot with Mary Sue Little, Hughes, Ark., on May 27. Burton came to RKO from Memphis, Tenn., in March. . . . Roby Branon, branch manager, RKO, and Dean Lynch, student salesman, made a trip up to High Point, N. C., to call on exhibitors in that territory.

Finalists in the Cinderella search recently conducted with MGM's "The Glass Slipper," Sheridan, Miami Beach, Fla., are seen lined up with, left to right, Gene Baylos, master of ceremonies and comedian; Al Glick, Florida State Theatres publicist; and Tom Capuzzi, manager, Sheridan.

Jacksonville

A day prior to the MGM Workshop at the Coliseum in Orlando, Fla., the officers and directors of the Motion Picture Exhibitors of Florida approved a resolution honoring Mike Simons, MGM director of customer relations, for his untiring efforts on behalf of the workshop program. It was signed by Jerry Gold, president; Horace Denning, chairman, board of directors; and William L. Beck, secretary.

E. D. Martin, TOA president, has appointed local exhibitor Horace Denning as co-chairman of the group's national drive-in committee. . . . Alex Harrison, New York, western sales manager, 20th-Fox, and Paul Wilson, Atlanta, assistant southern sales manager, were here to confer with Thomas P. Tidwell, local 20th-Fox branch manager. They later left for New Orleans. . . . More than 40 local persons attended the MGM Workshop at the Coliseum in Orlando. . . . In town were Leonard Allen, Paramount's southern press representative, and Phil Conway, Buena Vista. . . . Atlantans calling on local booking offices were Roy Nicaud, Howco, and Byron Adams, United Artists.

One of the ablest and most popular of local exhibitors, Mrs. Lillian Parker, manager, suburban Brentwood, has announced her retirement from the industry. Her career began in 1917 when she became employed at the downtown Imperial as a cashier. Trained in the traditions of the former Paramount Publix Circuits, Mrs. Parker was always a person of outstanding courtesy and diplomacy in dealing with the public. She was also well-known here for the cleanliness of her theatre operations, as well as for her showmanship, business ability, and merchandising policies. Her former post has been taken by Bob Greenleaf, who was promoted from an assistant's job at the Florida.

Bud Chalman, executive, ABC Theatrical Enterprises, said that the boxoffice of the Gulf-To-Bay Drive-In, Clearwater, Fla., owned by Mr. and Mrs. Charles Shingler, was recently robbed of several hundred dollars in a night holdup by two armed bandits. . . . Louis J. Finske, Florida State Theatres vice-president, accompanied by French B. Harvey, FST advertising chief, returned from a tour of central Florida and the west coast.

R. John Hugh, president, Empire Studios of Orlando, producers of "Yellowneck," revealed that his Florida motion picture production company has scheduled the shooting of a new picture in Florida locations which is based on the life of Osceola, famed Seminole warrior who opposed the Army in the costliest Indian war in American history. The picture will be taken from an original story written by Dr. Frank G. Slaughter, local physician, whose novels are almost constantly on best-selling lists. . . . Returning from west Florida was Carroll Ogburn, Warners branch manager, who said that I. F. Dolid, formerly of New York, is his new south Florida salesman.

MGM's 16th Workshop, held recently in Orlando, Fla., saw over 230 theatre men from the area on hand. Seen in the usual top to bottom, left to right, order are an overall picture of the meeting at the Coliseum; and MGM's Jacksonville staff as represented by, left to right, Robert Capps, salesman; Charles Turner, salesman; Sara Keller, booker; Fred Hull, branch manager; Janice Claxton, Hull's secretary; John Allen, salesman; and Max Stepkin, office manager and head booker; Wilfred Smith, Ledgewood Drive-In, Ledgewood, N. J., panelist, who spoke on that type of operation; Charles Kurtzman, New England division manager, Loew's Theatres, with headquarters in Boston, panelist, who talked on major theatre operation; Joseph Jarvis, Gilbert Stuart Theatre, Riverside, R. I., panelist; and A. J. Kalberer, Indiana, Washington, Ind., panelist.

Memphis

Billy Ruffin, Ruffin, Covington, Tenn., was mighty proud of 200 of his customers recently when a fire broke out next door, and they filed out in orderly fashion. The grocery was gutted by flames, and the theatre was smoke damaged. . . . Memphis is to be one of 100 cities to get the closed television circuit showing of the Rocky Marciano-Don Cockell fight, which will play the Warner. The fight will be projected on a 15- by 25-foot screen. . . . Sunset Carson recently played the Sunset Drive-In, West Memphis, Ark., in person.

Amelia Ellis has opened her new Ellis Drive-In, Millington, Tenn., equipped for 400 cars. She has a 90-foot screen for VistaVision and CinemaScope. . . . J. A. Prichard, southern division manager, Allied Artists, was in town.

New Orleans

Joe Silver, head booker, 20th-Fox, has been advanced to salesman in the territory replacing Lloyd Edwards, whom the company is placing on their Atlanta staff to fill the post previously held by Henry Harrell, who has been made manager of the newly created Houston branch. Silver's area includes Mississippi, southwest Alabama, and western Florida. Anita Gibson, assistant booker, will take over the head booker's post.

Branch manager William Holliday and his staff presented "The Seven Little Foys" at a special preview at the Saenger. Invitations were extended to heads of circuits, independent theatre owners, press and radio representatives, officers of civic and social clubs, and their guests.

Joan Patti is scheduled to be in town soon to help boost "The Prodigal," slated for an early showing at Loew's State. . . . Joy N. Houck and J. Francis White, coproducers of "Kentucky Rifle," entertained executives of circuits, independent theatre owners, film buyers and bookers, representatives of radio, press and television at a cocktail party in the club rooms at the Panorama on the night of the world premiere of their new movie. Also present were Harold "Babe" Cohen, Lippert; Herman Beiersdorf, independent exchange operator, Dallas; Jack Pope, Joy's Theatres field representative; and William Cobb, president, Exhibitors Poster Exchange.

Jean Davis, Miss Bacon's secretary, UA, is confined to her home because of illness. . . . George Pabst, UA district manager, is on an extended trek visiting the Jacksonville and Charlotte exchanges and business calling in Birmingham, Ala. . . . Jo-Ann Silver, a student at Jefferson, Metairie High School and a member of the 4-H Club, is up in the clouds. She won first prize for handicraft at the Jefferson Parish clubs recent exhibit. She will compete in the statewide 4-H Clubs exhibits. Her pop is Joe Silver, 20th-Fox, who has recently been promoted from head booker to salesman. Everything's right for the Silver family.

Mrs. W. A. Porter reopened the Vicksburg Drive-In, Vicksburg, Miss., for the new season. . . . Adelaide DeLatte, manager Alex Maillho's secretary, UA, is off on a two weeks vacation jaunt to the Rigolets in pursuit of the finny tribe. Here's wishing her luck.

Ted Toddy, independent distributor, was here from headquarters in Atlanta. . . . The 80,000 square yard area of the Twin Do Drive-In, Metairie, La., is being resurfaced with a three layer treatment of black top, said Mike Ripps, one of the owners. . . . The Fox, Shuqualak, Miss., shuttered.

Russ Bovin, Loew's division manager, was in from St. Louis chiefly for the opening of MGM's "Blackboard Jungle" drawing crowds to the State. . . . Mr. and Mrs. Alex Gournares, Mobile, Ala., reassumed ownership of the Roosevelt, which has been closed for a month or so after Harry T. Browne relinquished it. They reopened it under the new name of Oakdale and will operate it as a double feature house with four changes weekly.

Paul Shallcross, salesman, American Desk Manufacturing Company, Temple, Tex., stopped over a few days enroute to Mississippi. . . . Al Morgan, booker, Fred T. McLendon's theatre, Union Springs, Ala., was here on a three day buying and booking trek. . . . Mrs. Mary Martin reopened the Pines Drive-In, Homer, La., which was closed for the winter months.

Darrell George and associates acquired ownership of the Frontier Drive-In, Sulphur, La., from Percy Duplissey and associates. The new management renamed it the T.O.R. George was general manager of his brother Don's theatres in Shreveport, Alexandria, and Bossier City, La.; for several years and up to the time the latter disposed of all of his theatre holdings to Thomas McElroy and O. D. Harrison, Shreveport, La.

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	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc.	5.00	
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	. . . At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder	1.60	
	BUSINESS ANALYSIS SPREADSHEETS:		
	. . . Drive-in theatres only. Large sheets (11x16 in.) Item #9A in illustrated folder. Sets of 13 sheets	.50	
	PAYROLL FORMS:		
	. . . Weekly for regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets	1.25	
	EMPLOYE EARNINGS RECORD CARDS:		
	. . . Annual card for each employe (8½x11 in.) All deductions. Item #10 in illustrated folder. Sets of 12 cards	.35	
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	. . . Voucher pads, numbered consecutively, padded in 100's (3x5 in.) Part of Item #5 in illustrated folder, Per pad	.25	
	. . . Weekly envelopes for filing full week's tronsactions. Part of Item #5 in illustrated folder. Sets of 50	.60	
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Arkansas

El Dorado

The Clark-McWilliams Enterprises have taken over control and operation of the Seven Drive-In, Smackover Highway, formerly operated by G. W. Jones. Thomas H. Burton, manager since it opened in 1949, will remain there and at the Sky Vue Drive-In, owned by the same group. The Clark-McWilliams firm also operates the Rialto and Majestic, El Dorado.

Florida

Miami

Judo exhibition on the stage at children's matinees is a forthcoming feature at the Rosetta; Center; Essex, Hialeah, Fla.; Miracle, Coral Gables, Fla.; and Cameo, Miami Beach, Fla. Dana Bradford, manager, Rosetta, made all arrangements for the exhibition. . . . New members of the Wometco Old Guard organization include Fernando Crespo, Miami; Ezra Bacola, Mayfair Art; and Roy Schechter, main office. . . . Keith Hendee, manager, Gateway, Fort Lauderdale, Fla., was recently named vice-president, Fort Lauderdale Junior Chamber of Commerce.

Circus Day shows were held at various Wometco neighborhood houses on April 30. Hot dogs and pink lemonade were given away and clown and animal costume contests were held. Houses participating in the circuit-wide event were the Center, Strand, Tower, Rosetta, and Parkway, in Miami; Essex, Hialeah, Fla.; Miracle, Coral Gables, Fla.; Cameo and Surf, Miami Beach, Fla.; Gateway, Fort Lauderdale, Fla.; and Sunset, South Miami, Fla. . . . Herb Rubinstein, manager, Town, was on vacation. Harry Gabriel is relieving him.

Orlando

The 223 Florida exhibitors who attended the MGM Workshop at the Coliseum here returned to their theatres in all parts of the state knowing that they had heard and witnessed the finest expressions of showmanship ever presented here. Mike Simons and his panel of speakers held the attention of every Workshop guest. The panelists were Charles Kurtzman, New England division manager, Loew's; Joe Jarvis, owner, Gilbert Stuart, Riverside, R. I.; A. J. Kalberger, Indiana, Washington, Ind.; Wilfred P. Smith, Ledgewood Drive-In, Ledgewood, N. J.; and Judson Moses, Atlanta, MGM's southern press representative. Fred Hull, MGM branch manager in Jacksonville, had the key personnel from his office to arrange the props for the show and to greet exhibitors at the Coliseum. They included Charley Turner and John Allen, salesmen; Jack Wiener, exploiteer; Sarah Keller, booker; Max Stepkin, office manager; and Janice Claxton, Hull's secretary. The Coca-Cola Company helped to insure the success of the Workshop by keeping everyone supplied throughout the day with free bottled cokes and provided a free and delicious luncheon which was served efficiently.

R. John Hugh, president, Empire Studios, Inc., left for Hollywood and conferences with Herbert J. Yates, president, Republic. The independent company has a multiple picture contract with Republic. Editorial supervisor William A. Slade accompanied Hugh.

NEWS OF THE Territory

BRANCHES

Cincinnati

Edward Salzberg, president, Screen Classics, announces special pre-release screenings of "The Kentucky Rifle" during early May in Kentucky houses. First showing was at the famous Blue Grass Festival in Lexington, with the film's stars, Chill Wills and Lance Fuller, present as guests of Bob Cox, Schine Theatres district manager. Other pre-release showings were scheduled at the Ben Ali, Lexington; Margie Grand, Harlan; Russell, Maysville; Madison, Richmond; Capitol, Frankfort; Leeds, Winchester; Reda Drive-In, London; Hipp, Corbin; Manring, Middlesboro; Paris, Paris; Starlight, Danville; Weddington, Pikeville; Trail, Ashland; Novo, Cumberland and Midway, Cynthiana.

A temporary injunction granted Cincinnati Children's Home and 19 nearby residents halted construction work on a new drive-in of Oakley Drive-In Theatre, Inc., a subsidiary of Mid-States Theatres. Those granted the injunction in Common Pleas Court contended construction of the drive-in, on property across the street from the Children's Home, violates the city zoning ordinance and would constitute a nuisance. . . . The Air Force has extended for one year the tour of duty of Colonel Joseph F. Goetz. The former RKO executive, headquartered here, was recalled to active duty in 1951 to assist in organizing and head up the professional entertainment branch of the Armed Forces.

James S. Abrose, Warners branch manager, was in West Virginia cities on business, and John Alexander, New York, Republic assistant circuit sales manager, was in. . . . Allan Moritz, local sales rep for several film companies, has moved his Film Row office to 1632 Central Parkway. . . . Terry Turner was in to bally "Gangbusters," opening soon in this area. The film was screened for local newspaper movie critics and exhibitors at a luncheon in the Terrace Plaza Hotel, and similar screenings were staged in Dayton and Columbus, O. . . . "Cinerama Holiday" will open June 23 at the downtown Capitol, a year and two days after the first local screening of "This Is Cinerama," which has broken all local records for film runs. . . . Elwood Jones, manager, Palace, booked two horror films for a special show opening at midnight on Friday, May 13.

TOC is booking and buying for the Groves, Summerville, W. Va., John H. Groves, owner. . . . Arlene Olke is a new Paramount ledger clerk. . . . Ray Russo, 20th-Fox salesman, was vacationing. . . . Sympathy was extended to Bert Fecka, owner, Alhambra, Dayton, O., on the death of his sister.

Cleveland

Owners of conventional theatres are crying the annual summer blues. Business, they say, has dropped to the near vanishing point, especially over fair-weather week ends. . . . Stockholders of Chesapeake Industries, Inc., at their annual meeting held in Cleveland, re-elected without change all officers and directors. Officers are William C. MacMillen, Jr., president; Livingston Goddard, treasurer, and John O. Henry, secretary. Directors are Arthur S. Kleeman, chairman; Donald Carter, William Daley, John H. Drumm, Chalmers G. Graham, James M. King, Jr., Eugene Kinkead, Neely Powers, Everett D. Reese, Charles Shipman, L. C. Turner, and Kenneth M. Young. In his annual business report to the stockholders, President MacMillen revealed that the organization had gained an approximate $330,000 profit from the sale of 10 Eagle Lion pictures to TV and to foreign markets. He also reported that he anticipates the anti-trust suit against major producers will be concluded within a couple of months, with what he termed "a substantial settlement."

"Strategic Air Command" will make its local bow May 19 at the Hippodrome, where Oliver Theatre Supply Company is currently installing a new RCA Dynalite screen 25 feet by 58 feet and also proper lenses to show the VistaVision picture to the best advantage. Frank Grande, RCA technical engineer, will come in to supervise the installation. Also on May 19, "SAC" opened in Detroit at the Michigan. Leonard Gray, Paramount publicity man, is handling the promotion for both engagements. Adding a personal interest is the note that the son of Mary Lou Weaver, secretary to Warners branch manager Bill Twigg, is a member of SAC, currently stationed at Okinawa.

Leroy Kendis, Associated Circuit, had a fall that injured his shoulder. . . . A real estate note of interest is that Meyer Fine, Abe Kramer, and Leroy Kendis purchased a 97-suite apartment building for a reported $970,000. Seller was 2925 Euclid, Inc.

Two new prospective film men arrived upon the scene. A son, Howard Dale, was born in University Hospital to the wife of Leonard Mishkind, partner in General Theatres Circuit, and Mrs. Jack Ochs, wife of a member of the Ochs Drive-In Management Corporation, added a fourth son to her family of five. He has been named Glenn Stanley. This brings to 14 the current number of Herb Ochs' grandchildren.

John John, MGM publicity man, in town on routine business, says that Loew's Stillman will have a test engagement of "Interrupted Melody" starting May 27. Other test engagements are scheduled for Boston, Buffalo, Atlanta, and San Francisco. . . . Urban Anderson, manager,3800-seat Uptown, largest movie house in the area, announces that starting May 15 he will present a stage show every Sunday for as long as the demand lasts. Name bands will be the main attraction with Lionel Hampton opening the policy. Louis Armstrong follows with others to be announced.

Al Margolian, RKO publicity man, has the pleasant task of chaperoning four RKO starlets through the territory to promote "Son of Sinbad." They are due in Cleveland on June 2 to take part in a style show at the Higbee Company department store. Margolian has also arranged for radio and TV appearances.

Jack Shulman, local circuit owner, and Mrs. Shulman, on their recent visit to Las Vegas, met Grace Kelly and Cary Grant and report they were most gracious. . . . August Ilg, long time owner, Ohio, Lorain, which he sold last year to Nate and Sam Schultz and then retired, left by boat with his daughter for a three month trip abroad. . . . Republic auditor Joe Scully was in town. . . . Tiffin, Tiffin, O., a Schine house that has been on a weekend operation, has closed for the summer . . . Peter Rosian, Universal-International district manager, and Mrs. Rosian are in Florida.

Manny Pearson, MGM field press representative, has returned following a visit to the New York home office and conferences with Emery Auston, MGM exploitation head.

Detroit

Both the Pines, Houghton Lake, and the Grayling, Grayling, are being enlarged, according to Jim Olson, a recent visitor. . . . The Aloma, lately operated by the DeLodder Circuit, is now the Ice Flair skating rink. . . . The Long Sign Company is building the big one in Saginaw, six foot letters on the new Bel Air Drive-In tower. . . . The Lake, Oscoda, is being operated by Sidney Galkins.

Local 199, IATSE, and drive-in owners have been meeting for wage negotiations. Drive-ins are represented by Ernest Conlon, Allied, and Community Theatres' Charles Komer. Union side of the table is held down by President Gil Light, Roy Ruben, Frank Kinsora, Don Kennedy, and Ralph Rubin.

Matt Haskin has been added to the 11 man projection staff of "Cinerama Holiday" at the Music Hall.

Projectionist switches: Edward DeLorme, Oakman to Grand, and Arthur Sedgwick, Grand to Temple. . . . Midwest Theatres, Battle Creek Auto Theatre owner, will add a second Battle Creek outdoor theatre, the West End. . . . Recovery from recent eye surgery of Howard Bruce, Amusement Booking Service, received a setback when Bruce suffered hemorrhaging at his desk. . . . The Oglesby outfit has refurbished seating of the Wyandotte.

Son Bernard Schlussel, managing the Farnum, was relieved by father Louis, who returned north after four months of Florida. . . . It's a girl at the home of 20th-Fox salesman Gordon Campbell in Grand Rapids, Mich.

Indianapolis

The Tamler Circuit has closed two of its houses, the Rex and the Oliver. . . . A syndicate headed by M. D. Brazee, who operates the drive-in, Greenwood, Ind., acquired the Park-Way Drive-In, Louisville, Ky. Brazee has taken over the booking and active management of the Parkway. . . . Ealine Cunningham has joined the Realart organization as office assistant. . . . Loraine Toney, Safer Films, met with a rather serious accident when she fell and fractured a pelvic bone. She will be confined to her home several weeks.

Jerry Shinbach, new owner, East Drive-In, and Dixie Theatres, Louisville, Ky., made his maiden voyage on Film Row. . . . The Cantor Circuit is offering free pony rides at the Lafayette Drive-In for children before the show on week-end nights. . . . The Royal, Danville, Ind., operated by William Rosenthal, has closed. . . . Bob Jones, general manager, Affiliated Theatres, went to New York, where he met Tom Baker, president, Affiliated, who came north from his Saint Petersburg, Fla., home.

Manager Bob Conn, 20th-Fox, and booker Bob Meyer attended a sales meeting in Cleveland. . . . John Barrett, 20th-Fox head bookkeeper, attended the National Bowling Congress at Fort Wayne, Ind. . . . Truman Lamarr, manager, Pendleton Pike Drive-In, gave the first day's receipts of his kiddyland to charity.

The Dream, Corydon, Ind., has installed CinemaScope equipment. . . . The Ambassador has installed CinemaScope. . . . Mrs. Robert V. Jones was elected president, Variety's new auxiliary. The auxiliary also elected Mrs. Mark Wolf, vice-president; Mrs. Murray Dulberger, treasurer; and Mrs. Robert Conn secretary.

Pittsburgh

Film Row will honor Al Levy at a testimonial dinner May 16 at the Roosevelt Hotel. Levy was recently transferred as 20th-Fox branch manager from here to Boston. Nat C. Rosen, former Albany manager, succeeded Levy here. . . . After being laid up for weeks with a crushed foot, George Communtzis, veteran Morgantown theatre owner, is back making his daily rounds. . . . The Grove and Riverside outdoor theatres, have been distributing auto bumper signs which advertise their theatres in the Wheeling, W. Va., area.

Freddie Serrao, New Kensington indoor and outdoor theatre operator, became the father of a baby girl. This now gives him four young ladies in his family exclusive of his lovely wife. . . . The Kane Road Drive-In, Aliquippa, Pa., is in disagreement with the IATSE projectionist union. The owners refuse to hire two men in the booth and one of the owners is now doing the operating. This seems to be an aftermath of Brookside Drive-In, Beaver, Pa., who won a court battle allowing them the right to operate their own booth if the business warranted it.

Penn Sportservice Drive-In Concessions in the area is being headed by Margaret Younce Watson, who comes here from the Ohio area. The national office is in Buffalo. . . . Gertrude Flynn, UA, will become the bride of Frank Rothen, Butler, Pa. The wedding being scheduled for June. . . . One of the graduates of the Derry High School will be Nancy Jane, daughter of Fred H. Piper, Gem, Derry, Pa.

Ralph Adelman, Mars, Mars, Pa., is now employed by the Western Auto Stores as a special television expert in their Butler, Pa., plant. . . . Lou Perrato, Crescent, Mahoningtown, Pa., who also operates an Isley ice cream store, is rebuilding the store following a fire in an upstairs apartment. . . . Emma Fry, Wampum, Wampum, Pa., has entered her son in a national accordion contest.

Starlight Drive-In, Punxsutawney, Pa., has had its screen tower widened for CinemaScope projection. . . . Guild has been displaying oil portraits of John Del Monte, Art Institute instructor. . . . Robert W. Krepps, native of Wilkensburg, Pa., has sold his novel, "Tell It On The Drums," to the Hecht-Lancaster organization for early production.

It was thought that when the Academy, Meadville, Pa., was closed for repairs due to the recent fire, in three weeks time the theatre would be able to open and resume operation. It now looks as though it will be an eight to 10 week period. The Park is open and is able to take care of the town due to its large seating capacity.

Blatt Brothers opened their Lawrence Park Drive-In, Erie, Pa., after widening their screen to present CinemaScope productions. . . . Jack Silverman left Altoona, Pa., to look over his Washington drive-in. He and his brother, Ike, operate one theatre now, the Blair, Hollidaysburgh, Pa., with the Fabian circuit operating their former theatres in Altoona.

H. K. Blakely, Kellers, North East, Pa., was laid up with a virus ailment, but is well on the road to recovery. . . . Donald Buca, operator, Aris, Erie, Pa., has been promoting Wednesday night giveaways, believing that such programs actually stimulate business for the entire week. With merchant ticins, some of his recent promotions include the awarding of refrigerators, stoves, and sets of kitchen utensils to lucky ticket holders. . . . Lee Conrad, Park, Meadville, Pa., has set a tie-up on "Tarzan's Hidden Jungle" with the giving away of a set of stills of 11 screen Tarzans from Elmo Lincoln through Gordon Scott.

Ohio

Columbus

C. Harry Schreiber, who resigned as RKO city manager here two months ago to enter his parents' business in Chestertown, Md., is returning as promotion manager for the new Franklin County Veterans' Memorial auditorium, now being completed on the Scioto riverfront. He will be in charge of booking revenue-producing attractions for the 4000-capacity auditorium plus a 500-seat assembly hall and a large exhibit hall space. He will expedite completion of the auditorium.

Milton Yassenoff, general manager, Academy Theatres, is recovering from an operation performed in Mount Carmel Hospital. . . . Herbert Kraus, Confection Cabinet Corporation, Chicago, was in town attending to details of installation of the huge concessions stand in the In-Town Auto Theatre under construction in suburban Whitehall.

Worthington and Whitehall village councils are liberalizing their anti-gambling laws. Worthing council approved an ordinance exempting charity bingo, raffles, and card parties from the village's anti-gambling ordinance. Whitehall council is considering an amendment to its law which would permit bingo games for charity. . . . Martin C. Burnett, Loew's central division manager, will be a judge in the Ohio State May Week float parade which has the theme, "There's No Business Like Show Business." . . . William Brooker, Columbia Pictures exploitation manager, was in town in advance of "Three For The Show" at Loew's Ohio.

Robert Wile, secretary, Independent Theatre Owners of Ohio, announced the signing of two new members of the association. They are Marvin Leach, Belpre Open Air Drive-In, Belpre, and William Goldcamp, Sunset Drive-In, Portsmouth.

Ohio Senate Kills Minor Work Law

COLUMBUS, O. — Amendment to Senate Bill 208, which would have permitted boys and girls over 16 to work in theatres as ushers and cashiers until 10:30 p.m., was eliminated from the bill which has been approved by the Senate Commerce and Labor committee.

The sub-committee considering the amendment decided that it opened the way to other exceptions. Members also were concerned with the hazards to girls working in exposed drive-in box-offices. It was pointed out that girls are not permitted to work in stores after 9 p.m. Representatives of several other industries, dissatisfied with the 9 p.m. restriction, said that if theatres were permitted to employ minors until 10:30 p.m., they would also demand the same right.

If the bill passes both houses of the Legislature, as seems likely, the law will be the same as at present. Boys over 16 may work until 9 p.m. Girls over 18 may work until 9 p.m. but girls under 18 may not work after 6 p.m.

"There have been a couple of cases of injury to employees under these limits which came before the Industrial Commission under the Workmen's Compensation law," said Robert Wile, secretary, Independent Theatre Owners of Ohio. "This makes the employer liable to a fine in these cases. You are therefore cautioned to observe the hours for employees to conform with the law."

NEWS OF THE Territory

Chicago

Congratulations are going to D. Irving Long, president, Fourth Avenue Amusement Company of Indiana and Kentucky, and his wife over the arrival of a new daughter. . . . With installation of a wide-screen in the Halfield, all Schoenstadt houses are now similarly equipped. . . . Roger Singer was named Century manager.

With pressing duties ahead of him as chairman, Allied's 1955 convention, Jack Kirsch asked to be relieved of the regional vice-presidency of Allied States Association. Ben Marcus was appointed to the office. . . . The Family Drive-In, Charleston, Ind., completed a $25,000 improvement.

Following the axiom "the show must go on," John Field, Frolic manager, didn't let three cracked ribs and a broken shoulder stop him from carrying on with his duties. Misjudging a curb, he fell backward while getting into his auto. . . . Allison Drive-In opening at Lawrenceville, Ill., was delayed because of windstorm damage. Manager Lester Lucas set repairs at $1,500.

Balaban and Katz managers and office personnel are already priming for their annual golf tournament and outing which will be held again at Nordic Hills Country Club, July 26. Active in arrangements are Jack De Wiggins, Lakeside manager; Ted Reglin, Gateway manager; Charles Davidson, booking department; Jack Garber, publicist; and Charles McBreen, secretary to John Balaban. Prizes galore will be awarded at the dinner topping the day's sports.

Mrs. John Dromey, wife of the Great States booking manager, is better after hospitalization. . . . John Balaban, B and K chieftain, was in New York for conferences and a visit with his brother, Barney Balaban. . . . Sylvan Goldfinger, general manager, Loop and Carnegie, is champion gin rummy player of Variety Club. He walked off with the $50 prize at a tournament.

Fast growing membership in Allied Theatres of Illinois, Jack Kirsch, president, was much increased by the addition of the Alger Theatre Circuit. In the group are the following theatres in Illinois, Majestic and La Salle, La Salle; Peru, Peru; Hub, 416 Lincoln Highway; State, Mendota; Valley, Spring Valley; Coed and Park, Champaign; Princess, Urbana; Apollo, Princeton; Shafer, Lacon, and Princeton Drive-In, Princeton. Another recent addition to both the Allied buying and booking organization, reported by Kirsch, is the Starview Outdoor, Elgin, Ill., owned by John H. Reckan.

Nathan Barger, theatre owner, is on a jaunt to Rome. . . . Ted Stevens was named Roseland manager. . . . Floyd Hauhe, auto dealer, embarked in the theatre business with the purchase of the 500-seat State, Alton, Ill., from Harry Beck. . . . James F. Sharkey, chief film buyer, Cooperative Theatres of Michigan, was hospitalized with a sudden illness.

James Jovan, president, Monroe Theatre Company and the Globe Film Company, will leave on a month's European trip in mid-May, with his assistant, son Edward, to secure distribution of foreign films. London, Paris, and Rome are on their itinerary, with a possible visit in Turkey and return via Madrid. They will seek mostly English speaking pictures for runs in the Monroe, other downtown theatres, and throughout the country.

Denver

Leo Bertolero, 63, president, Black Hills Amusement Company, with 13 theatres in three states, died in a Deadwood, S. D., hospital. A native of Lead, S. D., where he lived all of his life, he started in the theatre business in the early 20's when he bought the Ford, Lead. His brother, John is secretary of the theatre company. He is survived by his wife, Marguerite, his bought the Ford, Lead. His brother, John, Funeral and burial were in Lead.

Lee Theatres have bought the Centennial Drive-In, with 1,250-car capacity, from a realty company that owned the lease, and will operate it first-run, day and date with their other two drive-ins here, the Wadsworth and the Monaco. Lee Theatres also own the Lakewood, Lakewood, Colo., and a drive-in at Greeley, Colo. Don Hammer, local booker and buyer, will also do chores for the Centennial.

The Mile High Corporation, headed by C. C. Creamer, Minneapolis Theatre Supply, building a 600-car drive-in at Deadwood, S. D., have plans to add a 1,200-seat indoor house to the drive-in. They have reserved space for the indoor house just to the rear of the concession building. The drive-in, named the Mile High, is slated to open this month.

Pete Bayes, regional publicity man, Paramount, is father to his fourth child, seven-pound Gray. . . . Robert Selig, Jack Felix, and Tom Smiley are co-chairmen, forthcoming Korean Foundation drive, which will include a theatre collection on May 15. The men have asked that all theatre men cooperate and indicate by returning the card that was enclosed in the appeal for funds for this worthy cause.

Philip Weil, manager, Valley, Fowler, Colo., has resigned to become manager, Golden, Golden, Colo. He succeeds Fay Boyd, who has taken a lengthy leave of absence because of rheumatic fever.

Des Moines

An MGM Ticket Selling Workshop was held here with Ted Galanter, West Coast division press representative from San Francisco presenting MGM's 33 exhibitor aids, assisted by Norman Levinson, field press representative. Panelists were James W. Gaylard, Jr., general manager, Troy Drive-In Theatres, Inc., operator, Starlite Drive-In, Troy, Ala., Crenshaw Drive-In, Crenshaw, Ala., and Coffee Drive-In, Enterprise, Ala., on drive-ins; Joseph Bugala, executive in charge of theatre operations for Monessen Amusement Company, Inc., comprising the Manos Enterprises, Indiana County Theatres Company, and Elkins Theatre Company, with headquarters at Greensburg, Pa., on conventional theatres; Vic Sicilia, city manager, Y. and W. Theatres, Rivoli, Muncie, Ind.; and Paul Ricketts, owner and operator, Charm, Holyrood, Kansas. Hosts were G. E. McGlynn, branch manager, MGM; "Eph" Rosen, acting branch manager; Howard Dunn, George Baumeister, and Fred Armington, salesman; John J. Pilmaier, office manager; and field representative R. M. Stone.

The annual convention of Allied Independent Theatre Owners of Iowa, Nebraska, Southern South Dakota and Mid-Central was held at the Savery Hotel the two days prior to the MGM Workshop. Trueman T. Rembusch, national co-chairman, toll-TV committee, was to give the low-down on that topic, and W. C. Gehring, assistant general sales manager, 20th-Fox, was to speak. Other speakers expected were National Allied's Abram F. Myers, Rube Shor, Colonel H. A. Cole, Mike Simons, MGM; Myron Blank, Central States Theatres; and others.

The Iowa legislature completed its 1955 session after 111 days and hit theatre operations by adding another one-half cent state sales tax. The legislature boosted the tax from two to two and one-half cents. . . . Legislation calling for a law to prohibit the showing of immoral movies failed to get out of a house committee and likewise no move was made to pass an enabling act to permit cities and towns to adopt any local amusement taxes.

Betty Olson, chairman of the women's division, Des Moines Variety Club, announced a membership tea will be held May 13 at the home of Mrs. Myron Blank. Mrs. Dave Gold is chairman of the event and Mrs. Frank Rubel and Mrs. Carl Olson will assist her. . . . Ilene Perin, cashier for the Paramount for nine years, is resigning.

Los Angeles

Both the Atwater and Vogue, Glendale, Cal., operated by Grover L. Smith, have been darkened. . . . Max Factor, Paramount salesman, has been upped to the post of sales-manager to fill the position vacated by the passing of Robert Ableson. . . . The Earl Johnson office has taken over the assignment of buying and booking film for Mike Levinson's Nuart and Tivoli, Sawtelle, Cal.

Mike Rosenberg, Principal Theatres, departed for a vacation in Hawaii. . . . Al Olander, who is co-partner in the Yuma Drive-In, Yuma, Cal., returned from a trip to Arizona to peruse the property. . . . Sero Amusement, headed by Bill Oldknow, has acquired the Cherry Pass Drive-In, Beaumont, Cal. Ozoner was formerly operated by Exhibitors' Service. . . . The Vineland Drive-In, the 26th and newest Ozoner to be opened by the Pacific Drive-In chain, is soon to be joined by another out-door theatre, the Laurel, which is located in the San Fernando Valley.

After being closed for a complete remodelling, FWC's Valley, North Holly-

Seen at the reeent west eoast premiere of Paramount's "Strategic Air Command," SW Beverly Hills, Beverly Hills, Cal., were, left to right, the front of the theatre showing the 52 foot F-86 fighter plane such as shown in the film, and whieh served as an appropriate baekground for interviewing stars and notables on the TV eamera; Y. Frank Freeman, Paramount vice-president in eharge of the studio, weleoming Fred MaeMurray and his wife, June Haver; and Paramount exeeutive producer Don Hartman, left, with daughter, Mrs. Mima Pereira, and Mr. and Mrs. Norman Panama, Paramount produeer-director.

wood, opened with a new house policy of foreign and art pictures. . . . In town on a buying and booking stint was Lloyd Katz, Sperling Theatres, Las Vegas. Also visiting the Row were Charles Maestri and Dan Pavich, Lippert Theatres; Fred Siegel, Oceanside; and Gordon West, Fillmore. . . . Back from a business trek to Arizona was Jack Sherriff, Realart.

The O.E.I.U. Local 174, signed a new wage and hour contract agreement which affects the office workers of the major film exchanges here. Contract calls for salary increases in all job classifications and a 37½-hour work week beginning May 2.

Milwaukee

Variety Club, Tent 14, installed Oliver Trampe, president, Allied Artists Midwest Film Corporation, as chief barker for the coming year, at the annual dinner held at the Miller Brewing Company, here. Other officers selected are first assistant, Ed Johnson, Roosevelt; second assistant, M. Anderson, RKO salesman; property master, Harold Pearson, executive secretary, Allied of Wisconsin; dough guy, Bill Pearce, Savoy; press guy, Jack Kois, Telenews. Guest of honor was Johnny Jones, Chicago Tent, who took charge of the official induction. Retiring chief barker Ben Marcus covered the many events which took place during his regime.

Fox's Wisconsin celebrated its 31st anniversary with a big stage show, with local disc jockeys on the stage including Tom Shanahan, WEMP; Chuck Phillips, WEMP; Jim O'Hara, WOKY; and Hal Murray, WOKY, with Geraldine Brooks, vocalist, Arthur Murray's Dancers, and a men's style show with Bob Stevens and his orchestra.

Edward Remig, auditor, Film Distributors Audit Company, was visiting at Benny Benjamin's Realart exchange. . . . Daniel Hans has been promoted from projectionist to manager, Jefferson, Jefferson, Wis. . . . Marcus' Campus, Ripon, Wis., has installed a new plastic screen. . . . Tom Morgan has taken over the managing of the Grand and Times, Clintonville, and the drive-in, Menomonie, Wis.

Gran Enterprises, which operates theatres in Wisconsin, is moving from the Empire Building to 5906 Port Washington Road. . . . Standard Theatres are constructing new large screen towers at their drive-ins in Sheboygan, Racine, Janesville, and Beloit, Wis. . . . Oliver Trampe, who attended the recent National Film Carriers convention in New York, was elected to the national board of directors. . . . The Gem, Gillett, Wis., was reopened on Easter after being closed for three months.

Jack Lorentz, branch manager, 20th-Fox, returned from a vacation in Florida. . . . Ben Marcus, Marcus Theatres, and Hugo Vogel, Theatre Equipment Company, planed to Los Angeles to attend the national Variety convention. Sam Kaufman, vacationing in Hawaii, returned to attend also. . . . Fontas Georgiades, former manager, Badger Outdoor Theatres, Janesville, Wis., was awarded $6,000 for his share of the profits in the drive-in. Georgiades also was former booker, Fox-Wisconsin Amusement Corporation.

Hank Tollette, Marcus Theatres, advises that the circuit will build a new drive-in north of Clintonville, Wis. . . . G. P. Jonckowski, exhibitor, River Falls, Wis., advised us that his father passed away at Browersville, Minn. Condolences are offered by all exhibitors in the northern part of Wisconsin.

Minneapolis

William Knowles, formerly assistant manager, RKO Orpheum, has been named manager, RKO Pan, replacing Howard Walsted, who resigned. Richard Olson, formerly assistant, RKO Orpheum, St. Paul, has been named to replace Knowles at the Orpheum. . . . Fred Haley, assistant shipper, 20th-Fox, became a grandfather for the first time. . . . Three starlets were in for "Three for the Show," Orpheum. Bob Baral, Columbia exploiteer, was in handling advance publicity. . . . "Strategic Air Command" has been set to open May 20 at Radio City, here, and the Paramount, St. Paul, and shortly thereafter in the territory, according to Arnold Shartin, Paramount office-booking manager. Picture will have the complete cooperation of the United States Air Force.

Members of the Aitkin, Minn., school patrol were guests of Bill Mussman at his Rialto, Aitkin. Mussman formerly was city salesman, Paramount. . . . The advent of television and continuing economic slump in the area were blamed for the closing of at least three theatres. They are the Superior, Wis., and the Star, Bovey, Minn., and Calumet, Calmet, Minn., operated by James Zien and Sim Heller. Also shuttered were Dick Eilers' Date, Proctor, Minn., and the Rex, Blooming Prairie, Minn., operated by Mrs. Mabel Marcott. Mrs. Marcott also blamed television for the shutdown.

In Rice Lake, Wis., the Miner Circuit, which sold its A house about a month ago, closed and sold its Majestic for conversion into commercial property. . . . Theatres which have installed CinemaScope recently include the Topic, Fairfax, Minn.; Grand, International Falls, Minn.; Wapazo, Faith, S. D.; Kewaskum, Kewaunee, Wis.; Roxy, Peterson, Iowa; and Iowa, Onawa, Iowa.

Outstate drive-ins which have opened recently include the Big Stone, Ortonville, Minn.; Sunset, Pipestone, Minn.; Starlite, Algona, Iowa; Hilltop, Fort Dodge, Iowa; Hillcrest, Cedar Rapids, Iowa; Corral and Bismarck, Bismarck, N. D.; Starlite, Huron, S. D.; Madison, Madison, S. D.; and Lake Park, Williston, N. D.

Louis Eitrem's Echo, Garretson, S. D., scheduled to shutter, has delayed closing and will add a popcorn machine in an attempt to get out of the red. . . . A Wisconsin circuit court verdict has awarded $6,000 to Fontas Georgiades, former manager, Badger Outdoor Theatres, who sued the company for $7,160.82 as his share of the profits in the Highway 26 Drive-In near Janesville, Wis. The court deducted $160 salary which Georgiades claimed because of an unauthorized vacation in Greece.

An MGM Ticket Selling Workshop was held here at the Nicollet Hotel with Emery M. Austin, director of exploitation, presenting MGM's 33 exhibitor aids, assisted by Norman Levinson, field press representative; Ted Galanter, west coast division press representative from San Francisco; and Ivan Fuldauer, midwest press division press representative from Chicago. Hosts were Ralph W. Maw, local MGM branch manager; Burtus Bishop, Jr., midwest division manager; Abe Levy, Winnipeg, branch manager; George Turner, Mel Turner, and Charles Stoflet, salesman; and Howell Owens, office manager. According to Levy, many showmen from Canada were on hand.

Oklahoma City

The Admiral Drive-In, Tulsa, Okla., will have a "double screen" when it reopens shortly, according to co-owner and operator Alex Blue. New capacity of the spot will be 1,350 automobiles. The two screens

have been enlarged to 92 feet in length and 50 feet in height. Blue said some features will be shown simultaneously on both screens and others will be offered in double feature form, giving the viewer a choice of shows. When a single movie is being shown on both sides, staggered schedules will permit later arrivals "to get in first," Blue explained.

Lamont King, King and Queen, Marietta, Okla., has been elected Mayor of Marietta. . . . H. S. McMurry, Evelyn, Dumas, Tex., has been elected Mayor of Dumas. . . . Mrs. Don Cole, Bison, Buffalo, Okla., is recovering from a long illness. . . . Mr. and Mrs. C. M. Funk, American and Royal, Guymon, Okla., have just returned from Halstead, Kans., where they were at the bedside of a nephew confined in the hospital. . . . Elmer Rook, Rook, Cheyenne, Okla., is confined to his home due to illness.

Wesley Hodges, Bulldog, Weatherford, Okla.; Volney Hamm, Mount Scott Drive-In, Lawton, Okla.; Joe Turner, Lawton, Lawton, Okla.; Don Jones, Ritz and Vaska, Lawton, Okla.; Clint Applewhite, Liberty, Carnegie, Okla.; L. E. Brewer, Royal and Folly, Pauls Valley, Okla.; Ed Crew, Empress, Waurika, Okla.; and Lamont King, King and Queen, Marietta, Okla., attended a fishing party in Madill, Okla., as guests of Harry E. Lawrence, Majestic and Ritz, Madill, Okla.

Johnny Fagan, Bunavista Drive-In, Borger, Tex., returned from a business trip to Dallas. . . . Virby Conly, Ellis, Perryton, Tex., had the misfortune of losing one of his prize bulls, struck by lightning. . . . G. W. Hawes, Forgan, Forgan, Okla., has installed a wide-screen. . . . Paul Covey, Laverne, Laverne, Okla., is now recovered from a recent illness.

Portland

Interstate Theatre Equipment Company has been acquired by John D. Peterson, for the past five years branch manager, Modern Theatre Supply, Inc. Interstate was formerly owned by Frank Becker, who has retired after 32 years in the theatre equipment field.

United Artists will start filming "The Indian Fighters" near Bend, Ore., on May 23. Kirk Douglas and a company of more than 100, with Andre De Toth as director are expected to arrive shortly. . . . John D. Peterson, former Modern Theatre Supply, Inc., branch manager for five years, has become the new owner, Interstate Theatre Equipment Company. Frank Becker, former owner and in the business for 32 years, has retired.

Mel Hulling, Allied Artists, San Francisco, and Harold Wirthwein, Los Angeles, western division sales manager, were here to confer with Dick Carlson, AA branch manager. . . . Francis Bateman, Republic western division manager, Los Angeles, was in town for a routine conference with Jack Partin, Republic branch manager.

Herb Royster and Don Prince, RKO publicity man, staged an elephant guessing game for the promotion of "Escape to Burma," RKO picture at the J. J. Parker Broadway. Ray Thom, Thom Company, Detecto scale representatives here, supplied a huge beam scale to weigh the Portland's Zoo's only elephant, a baby pachyderm, a gift from Thailand where the picture was filmed. The elephant weighs 2923 pounds, 8 ounces. The contest which had a $25 U. S. defense bond as a first prize and 10 passes to the picture for runners up, was announced for a week in The Oregon Journal with several hundred entries on hand at weighing-in time.

St. Louis

City Court Judge Robert G. Dowd imposed fines of $75 each on two youths who discharged a firecracker in the Fox. After imposing the fines, Judge Dowd stayed the fines and placed the youths on probation for six months. One of the conditions of the probation is that they must stay out of the Fox.

In Alton, Ill., Floyd Hauhe and Vernon Miller, who purchased the State from the Beck family, have entered upon an extensive program of remodeling and improvements. Miller is managing the house while his partner devotes his personal time to his other business interests. . . . In New Haven, Ill., the Nox, which was closed by Elmer Quesstell, has been reopened under the management of Henry Alsher, who operated the house some time ago.

In Dupo, Ill., the 300-seat Dupo has reopened under its new owner, Marvin Stott. . . . In Kansas, Ill., the Merchants has been reopened. Local merchants have indicated they will give all possible support to keep the house in operation. . . . In Decatur, Ill., the Outdoor Drive-In, owned by the Kerasotes Theatres, Springfield, Ill., reopened for the 1955 season and presented its 110-foot aluminum facing Manco screen, said to be the first in this section of the country.

In Kinloch Park, Mo., the 500-seat Lincoln, owned by Charley Goldman and Jules Leventhal, was scheduled to close on May 6. . . . In Casey, Ill., the Lyric, owned by Paul Musser, was closed indefinitely. It is understood that Mr. Musser contemplates an extensive trip because of the condition of his health and was forced to reach the decision to close the Lyric because he was unable to retain the service of a competent person to take over the management of the house during his absence. He closed his Old Trails, Greenup, Ill., last year. . . . In Ashland, Ill., the 200-seat Ashland was closed. The owner, Arthur Samore, said that the period the house will remain dark is rather indefinite, depending on several major factors, including general economic conditions in this section of Illinois.

The Unfair Film Rentals Committee of the Missouri-Illinois Theatre Owners, affiliate of TOA, with Loren Cluster, Salem, Ill., chairman, presiding, was scheduled to meet in the MITO headquarters to consider the replies received in response to the questionnaire recently sent by the organization to theatre owners. The owners were asked to give the "facts" concerning the film rentals, both percentage of gross and flat, they have been compelled to pay in order to obtain pictures for their houses.

Myra Stroud, managing secretary, MITO, and Kenneth Herth, Pacific, Mo., a member of the board of directors, were to visit Rolla, Mo., Lebanon, Mo., and other spots in connection with the organization's current membership drive. . . . Bob Cavanaugh, singing cowboy film star, has come for personal appearances at various drive-ins and conventional theatres in this exchange area.

In Neoga, Ill., the Neoga has been reopened by Kermit A. Bushur under an arrangement that he has worked out with a number of local merchants. . . . In Kansas, Ill., M. W. Jessup, Brazil, Ind., owner, Merchants Theatre building, has had a number of conferences with local merchants and other business men relative to an arrangement to keep the theatre in operation over a period of many months. Under the plan the theatre would reopen in the near future. Some details are still to be worked out. A committee has been in St. Louis to talk to the exchange managers regarding a supply of pictures.

In Dupo, Ill., Marvin Stott is the new owner, Dupo, formerly owned by Mrs. G. Forristall of St. Louis, Mo. . . . In Maplewood Park, Ill., Mrs. G. Forristall has sold her Maple to Menard and Bugg. Lawrence Menard will be manager and do the booking and buying.

In Blue Mounds, Ill., the Pix, operated by Mrs. C. Ray Bell, has discontinued its Sunday-Monday change but will be open the other nights in the week. . . . In

Among those present at the recent annual meeting of the Milwaukee County Better Films Council in Milwaukee were, seated, Agnes Kim, Korea; Susan Abitbol, French Morocco; Jajal Irany, Isrtel; Clement Nouri, Bagdad; and Ina Boetzelen, Germany and South America. Standing, left to right, are Jerry Franzen, Cinema; Mrs. John Buehner; Mrs. Fred Rosenkranz; Mrs. Bruce Hendley, Better Films Council members; and Earl Thompson, Downer manager.

Meta, Mo., the Meta, operated by Mr. and Mrs. Earl Chestnut, reportedly will be closed for an indefinite period.

In Kevil, Ky., the Carol, owned by Wayne Lindsey, has been closed for an indefinite period. Lindsey owns the house and when his lessee decided to quit did not want to run it himself. . . . In Carlyle, Ill., the Car-Breeze Drive-In is said to have the only porcelain drive-in screen in southern Illinois. Charley Beninati, owner, has also put in equipment for the presentation of CinemaScope. . . . In Paducah, Ky., the Columbia Amusement Company, Leo F. Keiler, president and general manager, has received an FCC permit authorizing it to install, maintain, and operate a television station in Paducah. A local newspaper was the rival applicant for a TV station permit.

Linda McCarty, four-year-old daughter of Paul McCarty, head, McCarty Theatre Supply Company, had one of her fingers caught in a swing. The injury required treatment by a bone specialist. . . . F. J. Lee, district manager, United Artists, is very proud of his new Pontiac.

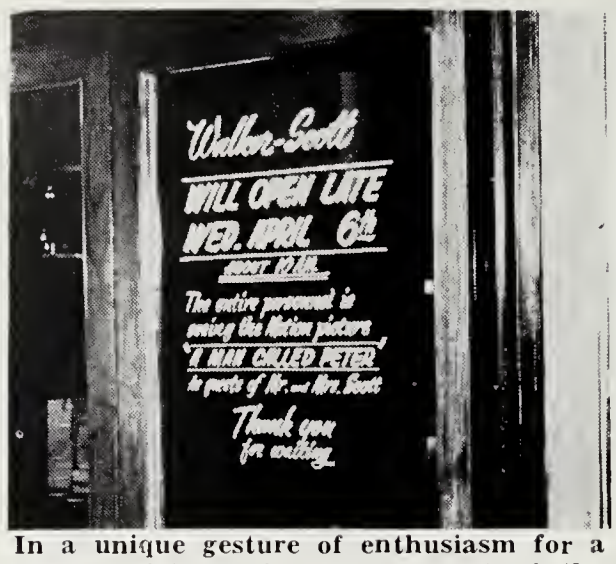
Tom M. Londoff, one time manager, Palm, has been elected the silver anniversary year president, North St. Louis Real Estate Salesmen's Association. . . . Pete Martin, manager, Fanchon and Marco-St. Louis Amusement Company's Richmond, Richmond Heights, made Bob Goddard's "Snappy Dressers in Our Town" list in the Globe-Democrat.

San Antonio

The Josephine, operated by Tom Sumners Theatres, inaugurated its large new wide-screen with the opening of the CinemaScope attraction, "Prince of Players." . . . Fess Parker and Buddy Ebsen will be here at the Majestic in conjunction with the opening of "Davy Crockett, King of the Wild Frontier" on June 8. Film will open at the Paramount, Austin, Tex., on June 7. Subsequent openings will be held at Houston, Dallas, and Fort Worth, Tex. . . . Rex Allen, Hollywood cowboy star, was scheduled to appear in a cerebral palsy telethon at the Municipal Auditorium.

Yvonne DeCarlo and Zachary Scott will be in the city for appearances at the Aztec in conjunction with the opening of their latest film, "Shotgun." . . . Full length Spanish language movies made in Spain and Argentina are to be shown three or four times per week on KCOR-TV when it begins telecasting here on June 1. . . . A new CinemaScope screen has been installed at the Hi-Ho and was unveiled with the showing of Walt Disney's "20,000 Leagues Under the Sea." . . . The religious film, "Day of Triumph," ended a week's run at the Texas with a "satisfactory gross" that topped the takes at other Interstate theatres in Dallas, Forth Worth, and Houston.

Jewell Truex, manager, local Azteca exchange, has returned to his desk following a business trip to Denver and New Mexico. . . . Three men held up Flay Flanery, Trial Drive-In, and made off with about $60. This marked the third drive-in which has been robbed in recent weeks. . . . The Colonial, a new open air dome, has been



In a unique gesture of enthusiasm for a motion picture, the management of the Walker-Scott Department Store, San Diego, Cal., recently purchased tickets for 500 employees to attend an early morning showing of 20th-Fox's "A Man Called Peter," California.

opened here for the season. . . . Jose Carabaza, head, Carabaza Film Exchange, Laredo, Tex., was in on a periodic visit. . . . Ignacio Torres played host to students of Tech High School, who are members of that school's Hobo Club at a special showing of "School for Hoboes." . . . The screen tower of the Roxy Drive-In has been rebuilt and enlarged to 84 feet wide. The drive-in is operated by W. T. Yett. During the rebuilding, a small tornado almost wrecked all the fencing.

CinemaScope equipment has been installed at the Freer Drive-In, Freer, Tex., operated by Jack Telford. . . . The new 361-seat Fox has been opened at Timpson, Tex., by Mrs. S. T. Smith. Equipment includes CinemaScope. Mrs. J. V. Winbery has been named manager of the operation. . . . Mr. and Mrs. B. F. Marek have purchased a one-half interest in the Cole, Wallis, Tex. They have operated the Cole since June, 1951. Purchase was made from R. B. and Robert Brocaw. . . . Enrique Perez has reopened the Amaya, Poteet, Tex. . . . Eddie Joseph has announced that CinemaScope has been installed at his Montopolis Drive-In, Austin, Tex.

Frels Theatre Circuit, Victoria, Tex., has started a Sunday afternoon radio show on KNAL there. Program is broadcast for a half-hour and is titled "Sunday Showtime." This program is in addition to the daily "Old Scotchman's Scrapbook" presented by the circuit. The program features music from the pictures that are current at the Frel's theatres, transcribed interviews with stars from Hollywood, news from the picture world, and a lineup of the current and coming attractions to play the theatres of the Frels Circuit.

The Bonham Drive-In has been reopened for the season, according to Bob Euler, manager. The wide-screen originally scheduled to arrive prior to the opening failed to do so and will be installed within the next several weeks. New screen will be 78 feet wide. Charcoal broiling equipment is to be installed at the concession stand. . . . A bonus night has been set up at the State, Stamford, Tex., by C. B. Anderson, manager. Patrons who buy tickets for the Sunday, Monday, and Tuesday shows are given a bonus ticket allowing them to bring one guest free when they purchase a ticket for the Wednesday and Thursday showing.

Fred N. Minton, director of theatres, Jefferson Amusement Company, Beaumont, Tex., was honored by the 65 managers of the circuit and the East Texas Theatres for his many years of service to the industry. . . . A new $10,000 snack bar is being planned for the Rialto, Kingsville, Tex., by Hugh Cain, who has the concessions at all theatres operated by the Hall Circuit. Cain recently completed installation of new snack bars at Beeville and Three Rivers, Tex. . . . CinemaScope was recently installed at the Metro, St. Jo, Tex., operated by George Letson.

Margaret Sanelowitz has replaced Marie Ondarza as secretary to Gordon B. Dunlap, manager, local Clasa-Mohme film exchange. Mrs. Ondarza is resigning to await a visit from the stork. . . . The Rio, an open air walk-in, has been reopened for the summer season.

The Sunset, owned and operated by G. W. Wooten, is to become an all Spanish language show place. . . . The Southwestern Theatre Equipment Company, Houston, has installed CinemaScope equipment at the Lackland, Kelly, and Roxy Drive-Ins. . . . The world premiere of Walt Disney's "Davy Crockett" film is scheduled to be held here at the Majestic on June 8. Fess Parker, star of the film, is among the celebrities expected to attend.

Frank and Victor Wojtek have installed a wide-screen and CinemaScope projection equipment at the Alamo, Robert Lee, Tex. . . . Preston Smith has announced that extensive improvements amounting to about $20,000 will be made to the State, Lubbock, Tex.

Seattle

Zollie Volchok and Jack Engerman, Northwest Releasing Corporation, left for a business trip to Los Angeles where they attended a three-day national conference of key Hallmark distributors. Volchok remained to complete negotiations for new product and while in the area called on Lippert, Filmakers, and other independent producers. . . . The proposed formation of a Seattle Variety Club was the subject of discussion at a meeting held at the New Washington Hotel.

Frank Booth is the new city manager, Pollock's Theatres, Mount Vernon, Wash., replacing Bob Monohan who has moved to the Grand, Bellingham. . . . National Theatre Supply has installed a new Walker wide-screen and anamorphic lenses at both the Sitka and Petersburg, Alaska, theatres, owned by W. D. Gross. New stage equipment, including draperies designed and supplied by A. Mushkin, Theatre Drapery Supply, were also installed.

Jack Engerman, Northwest Releasing, spent a day in Canada meeting with a players' circuit to set up "Karamoja" for Canadian distribution. . . . Al Larpenteur, salesman, Northwest Releasing, is on a trip to eastern and southern Oregon. . . . Allied Artists' western sales manager Mel Hulling, San Francisco, and Harold Wirthwein, western district manager, Los Angeles, arrived in town for a week at the exchange.

NEWS OF THE Territory

Boston

An anti-trust action claiming two million dollars in trebled damages has been filed in Federal District Court of New Hampshire by Miriam Z. LeWitt, owner, Strand, Plainville, Conn., against the eight majors. The suit claims an illegal structure of runs, clearances, availabilities, and admission prices and charges the majors and theatres in Bristol, New Britain, and Hartford, Conn., with conspiracy, monopoly, and restraint of trade. There are no exhibitor defendants, however, since they do not do business in New Hampshire and are therefore outside the jurisdiction of that state. The suit was filed from the Boston office of attorneys George S. Ryan and W. Bradley Ryan.

The Rocky Marciano - Don Cockell world's heavyweight championship fight will be put on the closed circuit television screens of five theatres in New England. In Boston, it will be televised for two theatres, the 3500-seat Loew's State and the 2000-seat Pilgrim, the latter operated by American Theatres Corporation. Prices at the State will be $3.50 for the entire house with no reserved seats. The management is emptying the house at 9:30 p.m. and reopening an hour later for the fight fans. At the Pilgrim, the management is roping off the entire orchestra for reserved seats at $4.40 and $3.30 each, and leaving the balcony for rush seats at $2.80. Here, the management is emptying the theatre at 7 p.m., reopening an hour later at the upped prices, allowing the fight fans to first see the entire film program of two pictures before the fight is flashed on the television screen at 11. Loew's Theatres have also booked the fight at the State, Providence, with the entire house priced at $3.50. At two other theatres of American Theatres Corporation, the North Reading Drive-In and the State, Portland, Maine, mobile theatre TV equipment has been ordered for the one night show. The Reading Drive-In marks the first ozoner in New England to install theatre TV equipment, if only temporary. Officials at ATC have planned to charge $3.30 per person, with a minimum of four persons to a car. The gates will open at 7 and the fight fans may see a full film program before the fight starts. At the State, Portland, a 2000-seat house, the fixed prices are $3.30 and $2.20 per seat, with all seats reserved.

Charles E. Kurtzman, northeastern division manager, Loew's Theatres, Inc., flew to Orlando, Fla., to speak on community relations and exploitation at the MGM Workshop in that city. . . . Loew's State, Boston, has signed for Alan Freed's "Rock 'N Roll" show for one week starting May 20 from the stage of the theatre. Five shows a day will be the program, coupled with Allied Artists' "Treasure Of Ruby Hills." "Symphony Sid," station WBMS, will be the emcee during the week. Following the engagement here, the show will go to Providence where it will be the attraction for three days at Loew's State.

The Cod Drive-In, Falmouth, Mass., reopened with Harold Glecken as manager. He has had experience as a manager for American Theatres and at one time ran his own theatre in Pepperill, Mass. The Cod is under the management of Rifkin Theatres and is playing first-run films in that area.

A summer season of Shakespeare will start July 5 at the Brattle, Cambridge,

Seen at the recent Nathan Ross testimonial luncheon at the Hotel Bradford Roof Garden, Boston, were, left to right, Joseph G. Cohen, chairman; Phil Smith, acting chief barker, Variety Club of New England, who presented the honored guest with a scroll and a check; Nat "One Shot" Ross, New England's oldest active salesman; and Benn Rosenwald, MGM branch manager, who was toastmaster.

N. E. Fetes Oldest Active Salesman

BOSTON—The Roof Garden of the Hotel Bradford was filled with industryites who gathered to pay honor to New England's oldest active film salesman, Nathan Ross, who has been in the business for 45 years. The occasion was sparked by Benn Rosenwald, MGM resident manager, who made a genial and humorous toastmaster. At the head table were the crew members of the Variety Club of New England, sponsors of the affair, with the luncheon committee members, Joe Cohen, Maynard Sickles, and James Marshall, as well as the speakers. Phil Smith is acting chief barker in the absence of Walter Brown, and other crew members were James Mahoney, James Stoneman, Kenneth Douglass, Herman Rifkin, George Roberts, E. M. Loew, Michael Redstone, Louis Richmond, Harry Segal, E. Myer Feltman, Ted Fleisher, Arnold Van Leer, and Harry Worden.

Congratulatory telegrams from out of towners were read by Rosenwald, including those from Rebecca and Tom Duane, Detroit; Doris and Nathan Levin, Detroit; Bill Madden, Philadelphia; John Dervin, New York; Tim O'Toole, Fort Lauderdale, Fla.; James Winn; and Arthur Lockwood and Louis Gordon, who were unable to be present.

Ted Fleisher neatly summed up the attitude of the occasion when he said, "Our industry has a great many testimonials for those who have been promoted, for those who are leaving this sector for other positions, and for those who are retiring. Today we are honoring a man for none of these qualifications, but this large gathering is here to recognize publicly a man who has been a film salesman for 45 years, who has made his reputation through fair play and friendship for exhibitors. My friends outside the industry are sometimes amazed at the number of testimonials we have, but I believe that this makes for a feeling of comradeship and unity that could well be adopted by other big industries."

Other speakers were E. M. Loew; E. Myer Feltman, U-I branch manager; Harry Segal, UA branch manager; Harry Worden, another veteran film salesman; Harry Ross, a shoe manufacturer and a brother of Nathan Ross.

In telling of the background of the honored guest, Rosenwald gave a brief synopsis of his career over the past 45 years. In the early days he worked for the first independent film distributor in New England, was the first man to sell film to the Navy, and the first to put films on a battleship. He has been with General Film Company, First National Films under the late Tom Spry, and with United Artists. Today he is selling film for himself. Smith made three presentations to Ross. The first was a letter from Brown enclosing an honorary paid-up life membership in the Variety Club of New England. The second was a scroll, signed by the 170 persons present, which read, "Nathan Ross, seasoned veteran of the motion picture industry—his integrity stands unchallenged—a loyal friend, he has brought the technique of friendship to its highest point." The third was a check for $500 from the Variety Club and his industry friends in attendance. In his acceptance speech, Ross was brief and sincere, obviously touched by the flavor of the occasion.

Many out of town friends came in for the affair including Norman Zalkind, Harry Zeitz, Spero Latchis, Bill Canning, Joe Stanzler, Ned Eisner, Morris and Melvin Safner, and others. Larry Gardiner, retired sales manager, RKO, who was honored at a similar affair over a year ago, was greeted enthusiastically by his many friends, as was Louis Stern, who left the industry several years ago. Richard Bloomberg, the 11-year-old son of Phil Bloomberg, came up from Salem, Mass., with his daddy for the luncheon. Another infrequent visitor to the area was Irving Green, who now operates only one theatre, the Park, Everett, Mass.

Mass., it has been announced by Bryant Haliday and Cyrus Harvey, Jr .This successful foreign film house will produce several Shakespearean plays under the direction of Michael Wager and Haliday. This is the group that successfully presented stage presentations before the theatre was turned into a film theatre. Season subscriptions for the series will shortly go on sale. Three years ago when Haliday and Harvey purchased the property of the Brattle, they converted it into a motion picture theatre by putting in rear projection equipment. They also remodeled it and installed air conditioning. The rear projection equipment was installed with the idea in mind of leaving plenty of room should the management ever desire to revert to stage presentations. It has adequate space back stage for work rooms and dressing rooms. Following the summer of Shakespeare, the theatre will return to films in the early fall.

Jack Benny was honored at the 18th annual goodwill dinner of the Massachusetts Committee of Catholics, Protestants, and Jews at the Hotel Statler. Benny, General Walter Bedell Smith, and Governor Theodore McKeldin, of Maryland, received citations. Maxwell Rabb, secretary of the cabinet, was the toastmaster.

Edward S. Canter, treasurer, American Theatres Corporation, became a grandfather for the second time when his daughter, Mrs. Arthur O. Friedman, gave birth to a daughter, Sara Ellen, at Beth Israel Hospital. . . . From the office of Lyman O. Seely, manager, Manley's, comes the announcements of installations of popcorn machines. Aristocrat models have been put in the Saco, Maine, Drive-In; Park, Westfield, Mass.; Strand, Westboro, Mass.; Victor, East Weymouth, Mass. Stadium models have been put in the Academy, Northampton, Mass. Two Ice-O-Bars and an Aristocrat model are in the Roger Williams Park, Providence, R. I. Four Aristocrat models and four Stadium models have been shipped to the E. M. Loew Circuit for installation in various drive-ins and theatres.

Herman Rifkin, Rifkin Circuit, journeyed to New York to attend a board of directors meeting of Allied Artists. . . . Elinor Bloom's husband, Allen S. Bloom, has entered the army and is taking basic training at Fort Dix. Elinor is secretary to Ray Feeley's circuit of independent theatres. . . . The new 1150-car Edgemere Drive-In, Shrewsbury, Mass., opened its gates. Built and owned by Peter Marrone, the theatre is being booked by Daytz Theatre Enterprises. . . . Rod Nordell, film critic, Christian Science Monitor, was married April 30 to Miss Joan Projansky, Cambridge, Mass.

For the engagement of "Untamed" at the suburban Gorman, Framingham, manager John Berry had Santa Claus strolling through the streets with a sign on his back reading, "I can't wait until Christmas so I'm heading for the Gorman to see 'Untamed'." Manager Berry took advantage of the huge crowds watching the marathon race through Framingham by having Santa Claus covering the area. Besides getting good newspaper coverage, the stunt was mentioned several times over the local radio station.

Joe Mansfield, UA publicist, is seen presenting tickets to Anne Murphy, Jamaica Plain, winner, Boston Post-Loew's Theatres-United Artists jingle contest exploiting UA's "Vera Cruz." Miss Murphy receives a two-week vacation trip to Mexico City and Vera Cruz as her award. With her is her mother who accompanied her on the trip from Boston.

Donald Sweenie has resigned as manager, Nashoba Drive-In, Boxboro, Mass., to devote his full time to his other job as an agricultural chemical broker. Sweenie opened the Nashoba Drive-In four years ago with a group of West Acton business men. This spring, Joseph Levine, president, Embassy Pictures, took a 15-year lease on the property, with Barnet Yanosfky, and together they are operating it. No replacement for Sweenie has been mentioned by Levine.

Nat Hochberg has been appointed a booker, Affiliated Theatres Corporation, replacing Carl Goldman, who resigned to become the executive secretary, Independent Exhibitors, Inc., of New England. Hochberg, a brother of Joe Hochberg, who is head buyer and booker for Affiliated, also operates the Stoneham, Stoneham, Mass.

Ken Forkey, Park, Worcester, has returned from a vacation in Florida looking tanned and rested. . . . The Brattle, Cambridge, and the Harvard Crimson sponsored a showing of the CBS-TV filmed interview with J. Robert Oppenheimer by Edward R. Murrow on the "See It Now" program. The affair was held in the New Lecture Hall, Harvard University, and was free to students and faculty.

Massachusetts Theatre Equipment Company, Eddie Comi, owner-manager, has a long list of installations of new Century water-cooled projectors, new Strong Super-135 arc lamps and new J. E. Robin arc rectifiers in drive-ins in this area, including the Bangor, Maine, Drive-In, Graphic Circuit; Bowdoin Drive-In, Brunswick, Maine; and the Kittery-York Drive-In, Kittery, Maine, for Al Lourie; the Winslow, Maine, Drive-In; the Portland Drive-In, Scarboro, Me.; and the Concord, N. H., Drive-In, for Lockwood and Gordon; the Keene, N. H., Drive-In, for Gabriel Shadou; the Tyngsboro, Mass., Drive-In, for George Abdullah; the Bellingham Drive-In, for Henry Sperling; the Boro Drive-In, North Attleboro, Mass., for Joe Stanzler; the Hoosac Drive-In, Adams, Mass., for Morse and Rothenberg; the Pinehurst Drive-In, Billerica, Mass., for Bill Sheeran; the Salisbury, Mass., Drive-In, for Al Rudenstein. These Century projectors are going in the new Clinton, Mass., Drive-In under construction for Simon Queen and Frank Calvi, which is expected to open its gates the latter part of May.

Samuel Pinanski has left for San Diego, Cal., to take in the Navy League convention in that city. He will return in about two weeks, after taking in a brief visit in Hollywood.

Anne Murphy, Jamaica Plain, Mass., winner of the United Artists-"Vera Cruz" jingle contest, and her mother were placed on an American Airlines plane for a week's trip to Mexico City and Vera Cruz by publicists Joe Mansfield and Karl Fasick. . . . Marion Carr, in the Mickey Spillane film "Kiss Me Deadly," will be escorted through Syracuse and Rochester, N. Y., by Joe Mansfield and eventually here for press interviews for the picture. . . . Al Clarke is now managing the Bijou, Springfield, Mass., for B and Q Associates. He formerly was Edward Fay's right-hand man at the Majestic, Providence, R. I.

John Ford, director, was to be honored by the Eire Society of Boston at a dinner at the Sheraton Plaza Hotel. He will be awarded the Gold Medal of the Eire Society for 1955 for all his pictures which have brought to the attention of the American public the Irish way of living. He will receive a handsome scroll prepared by the Franciscan Sisters of Mary. Paul Tierney, president, Eire Society, was toastmaster; Dr. William Roche was general chairman; and John McGrail, U-I publicist, was chairman of the motion picture industry for the occasion. Also seated at the head table will be the Most Reverend John Petit, Bishop of Menevia, Wales, England, and the Irish consul, Joseph B. Shields.

George Abdullah, Tyngsboro Drive-In, brought his projectionist, Kenneth Whittemore, to town to visit the district. The CinemaScope screen which was installed last year at 72 feet wide, is now being enlarged 24 feet more for this season. . . . An engagement of interest to industryites is that of Roberta Weinberg, Dorchester, Mass., to Richard Oberman, salesman for Embassy Pictures, who is the son of the popular Nate Oberman, head booker, MGM.

Lloyd Clark, president, Middlesex Amusement Company, Malden, Mass., is a patient at the Melrose Hospital caused by an accident in which he fractured his leg. He will be confined to the hospital for at least one week.

Eliminations announced by the Bureau of Sunday Censorship included: "Big House, U. S. A.," parts 1 to 9 (Deletions: eliminate dialogue, "So all the pimps and perverts," in part 6). United Artists. "Violent Saturday," parts 1 to 11 (Deletions: "When your wife's at home asleep, you sneak out and watch that girl undress," in part 6; eliminate dialogue, "And I'm a tramp," in part 6). 20th-Fox.

New Haven Crosstown

Bowl Drive-In made a tieup with the Cut-Rate Furniture Warehouse in West

Haven whereby guest tickets were given to those stopping at the furniture shop. Half-page newspaper announcement told of the movie deal. . . . Camp Grasso, the North Haven camp for handicapped Boy Scouts in the greater New Haven area, was to be opened by Scouts of Troop 3, with Scoutmaster Anthony Basilicato in charge. Nicholas Cavaliere, Brandford, Conn., was to take movies of the group, which is sponsored by the theatre industry in the area.

Franco Tavoni and Angelo, two Italian baseball stars touring the United States as guests of the State Department, were in recently, and Irving Hillman, Roger Sherman manager, arranged to have the ball players on the stage of his theatre to receive autographed baseballs from Giant center fielder Willie Mays. The picture, "The Willie Mays Story," played at the Roger Sherman at the same time. A "Davey Crockett" window was set in the W. T. Grant Company store by Hillman for the film at his theatre. He also received a publicity note for the film in the newspaper.

Jim Darby had a Kartoonascope kiddies show at the Paramount. . . . Manager Morris Rosenthal, Loew's Poli, back at the theatre after a hospital stay, worked out some nice bally angles for "The Prodigal." . . . The Whalley had a parish benefit show. . . . The Whitney, Hamden, Conn., had a Prospect Hill benefit.

Meadow Street

Congratulations were in order to Irving Mendelson, branch manager; Henry Bruning, booker; office manager, and others in the United Artists' exchange on their being first in the third division of the Bob Benjamin Drive. The UA branch manager also returned from Chicago where he attended the UA session there and saw an advance showing of "Marty" and "Not As a Stranger." United Artists arranged a special screening of "Marty" in cooperation with Loew Poli and Stanley Warner folk, and was honored with the presence of screen actor Ernest Borgnine, a native New Havener. The UA star was in town with Mrs. Borgnine and was present at the screening and press and radio cocktail party at the Union League following the film showing. Borgnine's father and sister were also at the affair. In from Bridgeport for the affair were Matt Saunders, Loew Poli, and Ann Whealon, Post-Telegram; Lou Cohen, Loew Poli, Hartford; Irving Hillman, SW Roger Sherman; and John Leary, New Haven Register; Stuart d'Adolf, Journal Courier; Rudy Frank, WELI; Lee Matson, WNHC; Bernie Kamber, United Artists; Lou Brown, Loew Poli-New England Theatres; and Irving Mendelson, UA branch manager.

The Will Rogers Memorial Drive this year exceeded last year's total, according to chairman Irving Mendelson, and he and his committee wish to express thanks and appreciation for the cooperation extended by branch managers, salesmen, exhibitors, and everyone. . . . All seven of the MGMites honored at Kayseys Restaurant recently served for at least 25 years and totaled 187 years of service. The following New Haven Loew folk were guests of honor at luncheon testimonial, Phil Gravitz, branch manager; Leon Jakubson, office manager; Geraldine Flood, branch manager's secretary; Mary Smith, assistant cashier; Herman Miller, cashier; Mrs. Mary Worstell, film booker; Mrs. Alba Giannotti, head inspectress.

Ralph Mauro, National Theatre Supply, has contracted to supply the equipment for the following new drive-ins, Middletown, Clinton, Summit, and Watertown Drive-In.

It was reported that the Candlelite Stadium is being dismantled in Bridgeport, Conn., to make room for the new outdoor theatre to be constructed there by E. M. Loew. . . . State, Manchester, Conn., announced new opening time effective May 2 through the spring months, opening daily, Monday to Friday, starting at 5 p.m., with continuous performances til closing Saturdays, Sundays, and holidays from 2 p.m.

The Men's Club of the Congregational Church planned a talent show for the Saybrook on May 18. Peter B. Olney is publicity chairman for the affair. . . . Strand, New Britain, Conn., had a kiddies show with free comic books, and the Arch Street, New Britain, had a children's show with color comic books for the youngsters. . . . Joe Speck and his Speckled Spouts, Waterbury, Conn., stars who were on Ted Mack's show, were seen in person at the Lake Drive-In.

Fire engine rides at the Lake and Pine Drive-Ins, Waterbury, Conn., are another attraction for the kiddies. . . . Motion Picture Theatre Owners of Connecticut group had a meeting at the Hof Brau. Among those present were Herman Levy, Al Pickus, Harry Browning, Jim Darby, Ray McNamara, Jim Tottman, B. E. Hoffman, Lou Brown, and others. Legislation and the annual golf tournament were among the items discussed. . . . The Palace, New Britain, Conn., offered free admission to any person to see the show upon presentation of identification bearing the consecutive numbers 2455. . . . Portland Drive-In announced the installation of new speakers.

Circuits

Loew Poli

Division manager Harry F. Shaw and Mrs. Shaw returned from a South American trip. . . . Morris Rosenthal, Loew's Poli, New Haven; and Matt Saunders, Loew's Poli, Bridgeport, used "girl in the fish bowl" angle in the lobby to attract attention for "The Prodigal." . . . Jim Memry, artist, was a vacationist. . . . Charlotte Sitzer was in Springfield attending the regional conference of the Secretaries Association. . . . Meridan Palace manager Tony Masella's wife returned home from the hospital. . . . The MGM special "The Prodigal" float was to be in on May 5; Boston, May 6; Providence, May 7; Worcester, May 9; May 10 in Springfield; May 11 in Hartford; and May 12 in Bridgeport. . . . Lou Brown accompanied UA's Morey Kruschen and Joe Mansfield when the two United Artists publicity men were in Connecticut.

Lou Brown planted a statewide publicity contest in The Bridgeport Sunday Herald for "The Prodigal," using the angle of what are the correct measurements of Lana Turner and also a 25-word written setup. For the Bridgeport issue, a story on page two of the feature section tied in the hometown angle of Bridgeport born Charles Schnee, producer of "The Prodigal." . . . In Waterbury, Conn., Bob Carney received a review of "Blackboard Jungle" by a Brass City High School student, writing for the special school page, which the newspaper features regularly, a novel angle for a review placement and a good one.

Connecticut

Danbury

Jack Harvey, Stanley Warner Palace manager, was recuperating from a heart attack, with Harold Nelson, SW Empress, supervising both houses during Harvey's illness.

Hartford

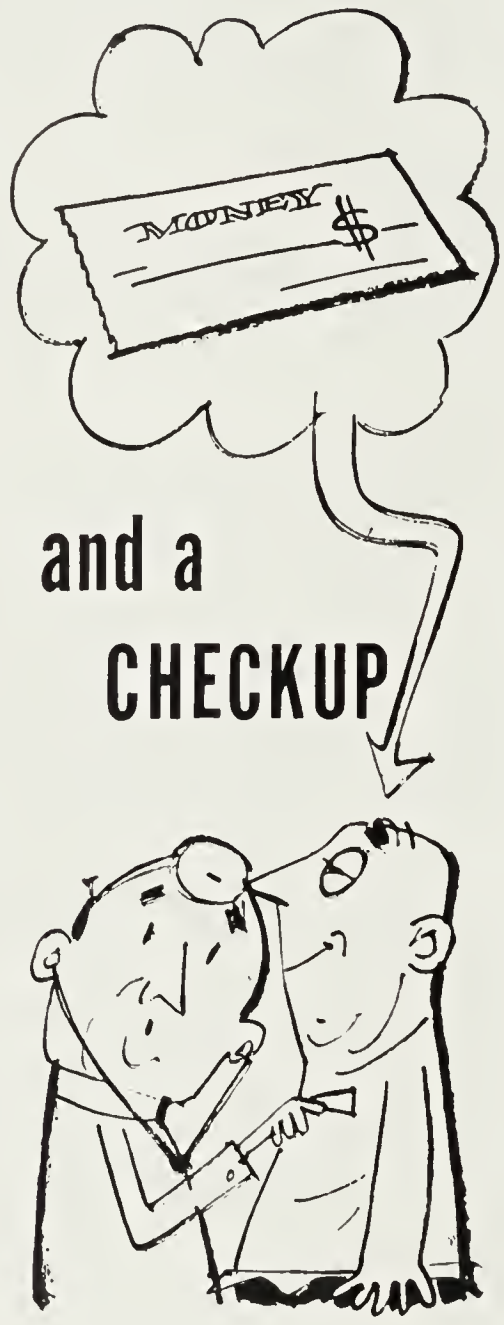
Morey Kruschen, UA's exploitation manager; Joe Mansfield, northeastern exploiteer for the distribution concern; and Lou Brown, advertising-publicity chief, Loew's Poli-New England Theatres, lunched with Allen M. Widem, Hartford Times, to line up advance promotion for two releases, "Marty," starring Ernest Borgnine, and "Summertime," with Katharine Hepburn. Borgnine is a New Haven native, while Miss Hepburn's home is in Hartford.

James White, assistant to Bill Howard, Plaza, Windsor, manager, was married last week to Miss Lillian Avery of that suburb. . . . Sal Adorno, Sr., general manager, M and D Theatres, Middletown, Conn., was named chairman of theatre collections for the Middletown Cancer Drive. . . . Phil Allaire, Stanley Warner Capitol, Willimantic, Conn., gave away free toys at a Saturday matinee comedy race. . . . Jack Shields, SW Capitol, Ansonia, Conn., tied up with a Connecticut National Guard unit for a "This Is Your Army" lobby display, manned by several Guardsmen at specified times. . . . The circuit's SW Commodore Hull, Derby, Conn., featured a famed yo-yo champion on stage for a Saturday matinee program.

Meadows Drive-In Theatre Corporation, headed by A. J. Bronstein, Hartford, Conn., has set opening of the $600,000, 2,070-car capacity drive-in, under construction in the North Meadows section, for June 15. Original estimates had aimed for a mid-May opening. Attorney Bernard E. Francis disclosed that 800 in-car heaters will be installed for cool weather operation. Smith Management Corporation of Boston will operate the Meadows on a first-run policy, according to Francis. The Bronstein interests, he added, will continue to own and operate the East Hartford Family Drive-In, South Windsor. . . . Jack Bronstein has returned from a three-week Arizona vacation trip.

Albert M. Pickus, TOA vice-president, and owner, Stratford, Stratford, advertised, "Help Youth to Help Themselves! Contribute to YMCA World Service!" . . . Frank McQueeney, Pine Drive-In, Waterbury, Conn., advertises, "The World's

fight cancer with a CHECK



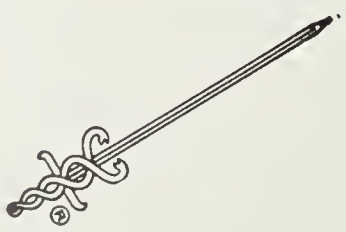
and a CHECKUP

a check

to help others...

a checkup

to help yourself.



AMERICAN CANCER SOCIETY

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Connecticut River utility firms are all in favor of televising the annual Academy Awards program. The Connecticut Valley Power Exchange, a power pool, reports that during the Academy Award TV program on March 30, power consumption in the area was 20,000 kilowatts higher than normal. . . . Len Sampson, Bob Spodeck, and Norm Bialek, SSB Theatres, enthused over "Man Called Peter," at the Norwalk, Norwalk: "All Norwalk is in love with this great picture. Every performance is drawing the most thunderous applause in this theatre's hit-filled history!"

Fred R. Greenway, Loew's Poli Palace, offered glass slippers to first 100 patrons in line at opening performance of MGM's "The Glass Slipper." Greenway also sent pairs of slippers, complete with appropriate picture plug, to local drama critics and women's page editors.

John C. Kelly, Commissioner of State Police, reserved decision on a proposed outdoor theatre for Berlin following a hearing on the subject at this office here. There were two legal objectors and the Town Planning Commission has objected to the theatre with Chairman James Godfrey in attendance at the hearing. Selectman William G. Dehan led an unsuccessful move to have the hearing held in Berlin. Attorney Harry N. Jackaway appeared for George LeWitt, who intends to put up the drive-in.

Loew's Poli was slated to have the only Connecticut theatre telecast of the May 16 Marciano-Cockell heavyweight boxing show from San Francisco. Theatre manager Lou Cohen announced, "Because of the daylight saving time, the bout will not go on until 11 p.m., our time. Purchasers of tickets for the TV showing will be admitted at 8 o'clock and so can see the regular show while awaiting the fight." Tickets are selling for $3.50.

New Hampshire

Franklin

In the lobby of the Regal a display of army material was set up by the Laconia recruiting station. . . . Paul Barker, manager, Regal, has nominated as the "meanest thief" the person who emptied the container used for contributions by Franklin youngsters for the Will Rogers Memorial Hospital. This unpleasant incident has happened here once before, Barker says.

Hanover

Dartmouth College here has opened a motion picture studio for the production of educational films. Adrian N. Bouchard, college photographer, will be chief cameraman for the film producing department.

Manchester

The State held a "Saturday Matinee Jubilee" here with 10 free gifts awarded to children attending. Local merchants cooperating in the promotion had their names listed in the State's lobby. . . . For the first 100 ladies attending a recent showing of "Ma and Pa Kettle at Waikiki," which was doubled with "Destry," a corsage of three baby roses direct from Waikiki was awarded by the Strand.

Nashua

The Park held a recent children's Saturday matinee with a 10-cent admission fee. Every child bringing five friends was awarded a prize. The Park also had a recent stage show with N. H. television stars Buzz Whittica and the Circle "M" Ranch Boys. . . . The Daniel Webster is billing Edward Leith with concerts on the Wurlitzer electric organ at Sunday shows. A local music store is providing the half-hour musical programs.

Tilton

Canvassers for the annual tag day for cancer control were given theatre tickets by Michael Bruno, manager, Tilton.

Rhode Island

Providence

Rhode Island and nearby Massachusetts theatre owners and managers were saddened by the recent sudden death of Leo Le Blanc, 47, proprietor, Le Blanc's Steak House, Douglas Pike, Smithfield. Long a gathering place for regional showmen before it was destroyed by fire, the original Le Blanc's was about to be replaced by a brand new, streamlined structure, opening in two weeks, when Le Blanc passed away. Le Blanc is survived by his widow and one child. . . . Cleo Moore, blonde star of "Women's Prison," made a personal appearance at Loew's State, spending over an hour in the lobby autographing photographs for hundreds of fans.

Following up the intensive promotion incidental with the world premiere of "The Eternal Sea," Dave Levin, RKO Albee manager, made arrangements with Revell of California whereby the first 50 boys attending the first Saturday morning showing of the film were presented with authentic scale models of jet planes. Levin probably scored with the greatest publicity ever achieved by a state theatreman as a result of the local world premiere. The event not only made the front pages of local papers, together with pictures, but also wound up in a full page of "on-the-spot" pictures, inside, with columns of descriptive matter and sidelights.

The Avon Cinema, in conjunction with the Rhode Island Audubon Society, presented a special Children's Audubon Theatre program, featuring Walt Disney's "Water Birds" and "Bear Country." The Saturday morning show may be repeated if suitable product is available.

Because of the number of requests received, the Gilbert Stuart Playhouse, Riverside, brought back "Seven Brides for Seven Brothers." . . . In conjunction with the screening of "Aida," the Avon Cinema management issued invitations to music teachers, music clubs and similar organizations for a special advance screening. To make it possible for youthful musicians and students to see the picture, the Avon issued special "discount" tickets.

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NEWS OF THE Territory

New York City

Crosstown

A daughter, Bonnie Lynn, was born to Mrs. Jack Rosenberg, controller of advertising, United Artists. This is her second child. . . . Shirley Dubow, secretary to UA vice-president Max E. Youngstein, resigned to launch a retail business venture with her husband. She had been with UA for seven years. . . . H. B. Allinsmith, vice-president, Westrex Corporation, left by plane for Hollywood.

Louis Lober, general manager, UA foreign department, left by air for London to attend the company's international sales convention. Isidro Rosenfeld, former UA manager in Peru, who has been assigned to the company's continental division, accompanied Lober. . . . United Artists' softball team launched the 1955 Film Softball League when it faced Sterling Television in Manhattan. The UA team, managed by Joseph DeLuise, has a 12-game schedule.

Dore Schary, MGM vice-president in charge of production, returned to the coast after a week's visit here. . . . Charles C. Moskowitz, MGM vice-president and treasurer, left for a Miami vacation. . . . Mike Simons, director of MGM customer relations, planed to Minneapolis to prepare for the 17th Ticket Selling Workshop.

Count Leonardo Bonzi, explorer-adventurer-film producer, arrived on his first visit to the United States and to attend the American premiere of his "Green Magic" expedition to South America film at the Little Carnegie. . . . Walter Reade, Jr., president, Walter Reade Theatres and chairman of the board, Continental Distributing, Inc., left by plane for Europe to see new product and visit European producers. He will also attend the Cannes Film Festival.

Dr. Renato Gualino, president, I.F.E., arrived from Rome on a business visit. . . . George D. Burrows, executive vice-president and treasurer, and G. Ralph Branton, vice-president, Allied Artists, arrived to attend the company's board of directors meeting. Others present at the meeting were Herman Rifkin, Arthur C. Bromberg, Edward Morey, Norton Ritchey, and Harold J. Mirisch.

J. R. Grainger, president, RKO, left by plane for Hollywood. He plans stopovers at Chicago, Denver, and San Francisco. . . . Moritz Hamburger, 71, a pioneer German motion picture exhibitor, died at Lebanon Hospital, the Bronx, following a brief illness. He had opened and operated several of the earliest motion picture theatres in Germany and when he fled the country in the late 1930's owned a large circuit in and near Hanover. In this country, he entered the import and export business specializing in German-made films, and at his death was president of Grand Prize Films, Inc., and an officer of Splendid Films, Skelus, Inc., Baron Colorfilms, and several other film and export companies. Services were held at Riverside Chapel, with interment at Cedar Park, N. J. He is survived by his widow, a son, a sister, a niece, and a nephew.

In an effort to raise $400,000 to make up its defieit, the March of Dimes called a speeial meeting at the Waldorf Astoria recently to announce that one of the projects would be a gala benefit premiere of 20th-Fox's "Daddy Long Legs," Roxy. Seen at the meeting are, left to right, Harry Brandt, president, Brandt Theatres; Mrs. Anna M. Rosenberg; Victor Borge; and Wendie Barrie.

The Walter Reade Theatres organization announced that its catering department had been awarded a five-year contract for the operation of the food, beverage, and souvenir concessions at the new 28-acre Fairytown, U.S.A., children's play center on Jerricho Turnpike, Middle Island, L. I.

Jack de Waal, RKO's branch operations, and Doris Schubart were married in the Our Lady Chapel of St. Patrick's Church with a reception at the Waldorf Astoria following. De Waal has been with RKO since 1923. . . . The Transfilm building lobby has gotten a face lifting: marble walls, new elevators, indirect lighting, etc. The entire building is occupied by motion picture companies. Transfilm, with five floors, is the major occupant.

Promotion plans for MGM's "The Prodigal" were discussed by a number of eastern theatre executives at MGM headquarters. The session was conducted by Arthur Canton, eastern field representative, and attended by Oscar A. Doob, special MGM home office executive; Ray Smith and Bernie Hickey, Shea Theatres; Blanche Livingston, RKO; Al Florsheimer, Walter Reade Theatres; Sid Newman, Skouras Theatres; Edgar Goth, SW of New Jersey; and Charles Call, Century Theatres. Discussed were the national promotion by Armour and Company, Lux, Max Factor, Lustre Creme, and General Food's Kix, and local advertising and ballyhoo.

Complying with orders from his physician, Solly Pernick has resigned as business manager, Theatrical Protective Union, Local One, a stagehands' group, after holding the post for 14 years. At the request of the union, he has consented to sit in on negotiations for contract renewals with the Metropolitan Opera, League of New York Theatres, and TV stations. He will return to the ranks as an electrician.

Funeral services were held for Samuel L. Cornfield, 53, well known industry figure in the United States and abroad and brother of Albert Cornfield, 20th-Fox's European managing director. Burial was in Providence, R. I. Rabbi David de Sola Pool, of the Spanish and Portugese Synagogue, spoke at the services in Riverside Chapel. In attendance were many executives from the industry.

The fourth annual film industry golf tournament sponsored by New York's Cinema Lodge of B'nai B'rith will be held at Vernon Hills Country Club at Tuckahoe, N. Y., on June 9, it was announced by Max E. Youngstein, president, Cinema Lodge. A banquet will follow the tournament. . . . R. E. Warn, vice-president, Westrex Corporation, left for Tokyo.

New York State

Albany

A girl was added to the family of Ritz manager Al Swett when Mrs. Swett gave birth in a local hospital to the couple's sixth child. Baby and mother were reported in fine condition. . . . Visitors included Glenn Norris, eastern assistant sales manager for 20th-Fox; Jack Bloom, his aide; Charles Cosco, Buffalo manager. Joined by Clayton Pantages, Albany manager, they hied to Gloversville, N. Y., for a huddle with Schine Circuit chief buyer George Lynch. . . . Herb Schloss, Columbia exploitationist, spent 10 days here drum beating Cleo Moore's appearances prior to the opening of "Women's Prison," Fabian's State in Schenectady; and working on campaigns for "Cell 2455, Death Row," Paul Wallen's Grand, Albany, and numerous other theatres of the exchange district. Branch manager Norman Jackter and State manager Louis Rapp collaborated with Miss Moore and Schloss on the blare for "Women's Prison," which reached its peak as the actress tossed out the first ball to Mayor Archibald C. Wemple at the opening night game between the Schenectady and Albany ball clubs.

John Gardner has taken steps to increase the capacity of Turnpike Drive-In, Westmere, N. Y., by 100 cars, industry circles heard. Son of a pioneer Albany exhibitor and former owner of Colony, Schenectady, Gardner opened Turnpike in the latter part of the 1952 season. . . . George H. C. Farley, Farley Estate and Farley Realty Company, owner of film exchanges and of theatres in Schenectady and Catskill, is now able to visit the offices several days each week. He was stricken with a heart attack several months ago, en route to Florida, and was confined to a North Carolina hospital for some time.

The Albany area's first drive-in church inaugurated services at Menands Drive-In, between this city and Troy N. Y., May 1, under the direction of the Reverend Dr. J. Raymond Attman, pas-

tor of the Sixth Avenue Baptist Church, Troy. Facilities of the 700-car theatre are being provided free Sunday mornings by Joseph Miller, proprietor, Menands, and former Columbia branch manager here. A pulpit is assembled in front of the screen; sound equipment, with individual speakers to parked cars, carries a brief sermon, prayer and recorded music.

An insertion in The Sunday Times-Union for "Cell 2455, Death Row," called attention to the opening at Grand, Albany, and listed engagements at other theatres.

Perry Slass, construction engineer, Berlo Vending Company, was in town to check the cafeteria-type setup which he designed for Fabian's Mohawk Drive-In, Colonia. Alan V. Iselin's Auto-Vision, East Greenbush, N. Y., also installed cafeteria-style concessioning.

Members of the Variety Club, following a dinner in a beautifully decorated room on the third floor of Sheraton-Ten Eyck Hotel, descended to the lobby for an inspection of proposed new quarters in what is now called the Rose Lounge, and space to the rear. The Lounge, air-conditioned, would be divided; approximately two-thirds of it being assigned to Tent Nine, and a third to a lobby-front store. A new entrance for Variety would be created near the present check room. Those attending the dinner included former chief barkers Harry Lamont, Nate Winig, and Jules Perlmutter; property master Lewis A. Sumberg; Columbia manager Norman Jackter; MGM manager Jack Goldberg, second assistant chief barker; Sylvan Leff, Utica-Watertown exhibitor; MGM salesmen Ralph Ripps and Arthur Horn; Gene Teper, Dave Marks, Leonard Berns, Charles Pomeranz. Chief barker George H. Schenck was unable to attend, because of illness.

The Variety Clubs International Will Rogers Memorial Fund, Inc., registered an amended certificate to the effect that it had increased the number of directors from a minimum of 20 and a maximum of 35 to 30 and 40, respectively. The certificate, signed by Harry Brandt, as vice-president, and Max A. Cohen, as secretary, set forth that the hike had been authorized by the concurring vote of a majority of the members.

Stanley Warner Research Corporation, Delaware, filed a statement and designation that its New York state office for the conduct of a business in motion picture equipment and in motion picture operation is at 1585 Broadway in New York. W. Stewart McDonald, vice-president, signed the certificate. Attorney Girard A. Jacobi filed it.

Buffalo

Suzan Ball, screen star, who was born in Kenmore, N. Y., near Buffalo, was one of those who received a citation for outstanding contributions to their particular fields at the annual Page One Ball held by the Buffalo Newspaper Guild. . . . George H. Mackenna, general manager, Lafayette, flagship, Basil Circuit,

Theatremen and Paramount exeeutives at a reeent reception at the Sherry Netherland Hotel, New York City, were given an in-person demonstration of the musieal production numbers in "The Girl Rush," fortheoming Paramount VistaVision release. Leading the other members of the east in this demonstration was the star of the film, Rosalind Russell, seen with Barney Balaban, president, Paramount; Russell V. Downing, president and managing direetor, Radio City Music Hall; and Frederiek Brisson, produeer of the pieture.

is chairman of the Main Street Association's Streets Appearance Committee, which body is considering the purchase of a sidewalk vacuum sweeper or employing a private contractor to clean sidewalks. It's all part of an effort to reduce litter.

George J. Gammel, head, Gammel Circuit, and former president, MPTO of N. Y., western zone, postcards from Biscayne Key, Miami, Fla., and from a swank eatery there that he is "enjoying the sunshine." While in Florida, Gammel had many enjoyable tete-a-tetes with his old friend, George Schuchert, distributor in the old days when he operated the First National exchange. . . . George Murphy was in Rochester, N. Y., as a guest at the annual Police Ball there. He reminisced on his pictures at a small dinner given in his honor by Mr. and Mrs. Carl Hallauer.

Strong opposition to the proposed legalization of bingo was expressed in a report presented to delegates to the Spring convention of the Western Con-

A two-minute trailer from IFE's "The Wayward Wife" mounted in a mechanical "peep show" outside the Globe, New York City, attracted passersby and they stopped to see Gina Lollobrigida in aetion. At the same time, the lobby of the theatre featured the "Museum of Modern Gina," a showing of the outstanding photos taken of Gina during her recent visit to New York.

ference, United Lutheran Synod of New York and New England in Zion Lutheran church, Clarence Center, N. Y. The committee on social missions urged members of all churches "to oppose any change in the law which would make games of chance legal for churches and nonprofit organizatiosn."

Carl S. Hallauer, president, Bausch and Lomb, which outfit received an Oscar for his part in the development of the lenses for use in CinemaScope, has received a congratulatory letter from Spyros P. Skouras, president, 20th-Fox.

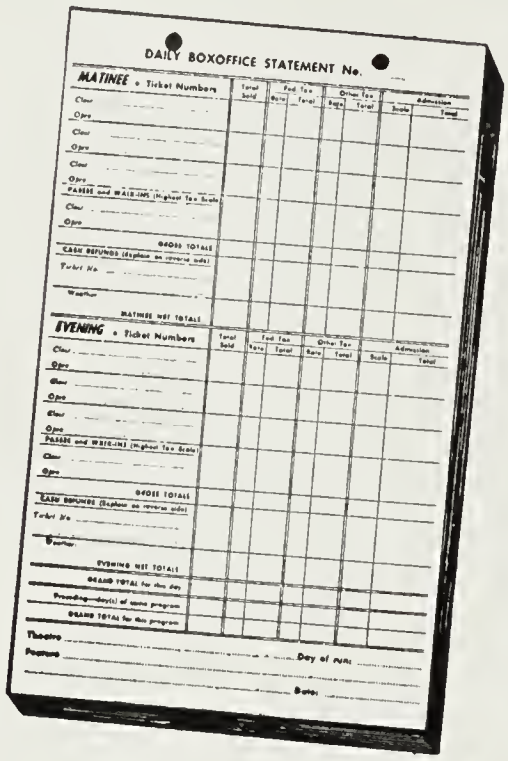
In Kenmore, N. Y., police are cracking down on bands of marauding teenagers who nightly rove the village, annoying pedestrians, and stripping parked cars. The favorite spot for stripping cars, police declare, is the parking lot of Basil's Colvin.

W. Kelly Hannan, formerly of Williamsville, N. Y., has been appointed general manager, American Optical Company's instrument division in Cheektowaga. Hannan, since 1952, has been manager of the same company's instrument division in Keene, N. H. As new head, Cheektowaga plant, Hannan succeeds William F. Peck, who recently was transferred to Southbridge, Mass., as general manager, American Optical's new Motion Picture Products Division.

Harry Weiner, manager, Oswego, in the town of the same name, recently put a socko exploitation campaign on "Ma And Pa Kettle At Waikiki" that included a half-page ad tie-up with a

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM



Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
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The world premiere of Walt Disney's "Lady And The Tramp," Buena Vista release, was set recently for the Roxy during the latter part of June by Leo F. Samuels, general sales manager, Buena Vista, and William Moclair, managing director, Roxy.

local department store and a tie-in promotion with the local fraternities and sororities. . . . The newly-opened Wehrle drive-in, just outside Buffalo, is winning the praise of all who visit it, for not only is it beautiful in every detail, but the attractions are shown on a giant screen. It is one of the first in the area designed for CinemaScope.

Faust

Charles Gerard closed the Adirondock, presumably due to poor business.

Kingston

Walter Reade, Jr.'s Kingston began featuring "Early Bird Prices," from 6:30 to 7:15 nightly, Monday through Friday. Admission is only 25 cents during this period. . . . Ulster County Shrine Club presented a stage show at Reade's Community for benefit of the Children's home, recently remodeled and modernized. . . . Harry Lamont installed CinemaScope at Sunset Drive-In.

Utica

Kallet Theatres, Oneida, currently operate WGAT Drive-In, as well as Kallet Drive-In. Circuit took over the former from the ailing Eric Williams, owner, of a local station with the same call letters. . . . Several subsequent-run theatres here are conducting game nights. . . . Mrs Ottilie Fearing staged a Bugs Bunny morning cartoon show, with prizes, at Stanley Warner's Avon.

Shirley Yamaguchi, star, 20th-Fox's "House Of Bamboo," recently filmed on location in Japan, is seen arriving in New York from Los Angeles for advance publicity on the film.

EYEING THE Exchanges

COLUMBIA — A party was held in the film room on April 29 in celebration of the birthdays of cashier-clerk Camille Patti and bookkeeper Harriet Miller. . . . Shipper Frank Giordano was back at work after recuperating from an accident received while traveling to work via the subway. . . . A birthday for booker Marty Perberg comes in early May. . . . Francis Taylor discloses that her boyfriend, who is currently starring with the Rhythm Aces Quartet, will stop off to visit her in mid-May.

RKO — Clerk-typist Sheila Bookman and statistician Philip Heydeck recently went to the annual acting class party of the Val Dufour School. . . . June Jacobson has returned from her honeymoon. When June was away, her switchboard duties were taken over by Phillis Shaffer.

AA — An office birthday celebration was held for biller Rita Salgado. . . . The AA office is busy with four films that are scheduled to have a May release in New York City. . . . Secretary Sina Turrisi celebrated her second wedding anniversary on May 3.

U-I — On May 10, clerk-typist Mary Menas celebrated a birthday. . . . Walter Bernard has recovered from his illness and is back at work. . . . The son of Fred Mayer is on his way to a speedy recovery after an auto accident at Michigan Tech.

PARAMOUNT—The office crowd threw a luncheon at the Picadilly in honor of Arlene Gabrille's marriage. Arlene is headed for an upstate honeymoon. . . . The paint in the Paramount office has finally dried and shows up as an eye-catching green. The downstairs lobby has been recently papered in grey and white. . . . General clerk Phil Fontanetta is jubilant over his passing of the state driver's license test.

RAMBLIN' 'ROUND—A luncheon at the Picadilly for Trudy Shapiro was recently held. As a going away present, she received from the MGM employees a 14 karat gold charm with the company symbol engraved upon it. . . . The Feinstein's recently returned from their honeymoon. . . . Deepest condolence to Martha Kafka, 20th-Fox, upon the death of her father. . . . Lynn Flisser, formerly of the booking department, is now working for Tony Feeney in the contract department at 20th-Fox. . . . George James Levey, just out of the Navy, where he served as a Lieutenant Junior Grade, has joined UA as a student salesman. . . . Sidney Kulick, Bell, is recuperating from a recent illness. . . . Driving lessons are being taken by print-booker Aurea Lopez, Republic, while Republic secretary Myra Lerner is receiving flying lessons at Flushing Airport.

— D. T.

Pictured attending the recent 20th-Fox sales meeting in Philadelphia to set merchandising policies on spring and summer releases are, left, Roger Ferri, editor, 20th-Fox's Dynamo; Martin Moskowitz, Atlantic division sales manager; W. C. Gehring, executive assistant general sales manager; Glenn Norris, eastern sales manager; and Jack Bloom, National Circuits manager. On the right is a group picture of the sales meeting showing, in front center, Sam Diamond, Philadelphia branch manager, who will head the drive which includes, in addition to the Philadelphia branch, the Boston, Albany, New Haven, Buffalo, and Washington exchanges, all of whom had representatives at the meeting.

NEWS OF THE Territory

Philadelphia

Crosstown

Melvin Fox is reopening the Holme in the Holmesburg section of the city.

Raymond Wolf, manager, Rivoli, routed two holdup men who attempted to grab the night's receipts from the office.

The Penypak reopened.

The Trans-Lux is now closed for matinees until June 8 for installation of new projection system and CinemaScope. Their first CinemaScope attraction will be "Interrupted Melody."

Preview Group Honors Three Pioneer Theatremen

PHILADELPHIA—At its annual luncheon last week in the Warwick Hotel, the Philadelphia Motion Picture Preview Group, under the chairmanship of Mrs. Arthur Goldsmith, offered a tribute to Alexander R. Boyd, Frank W. Buhler, and Louis N. Goldsmith, Boyd Enterprises, in the form of a citation and individual statuettes symbolic of the theatre.

In the presentation Samuel Diamond, Philadelphia 20th-Fox branch manager, substituting for 20th-Fox executive assistant general sales manager William C. Gehring, cited the long and outstanding service of Boyd and his associates to the community and to the theatre and remarked that the honors were conferred because they had been earned by three great gentlemen of the industry, held in high esteem by all who knew them.

Following the awards, a fashion show was presented by Gimbel Brothers Saks Fifth Avenue Salon, the theme of which was "A Philadelphia Story."

The affair drew one of the largest crowds in the group's history.

Allied Artists and SW Theatres held a cocktail party in honor of Kevin McCarthy, star, "An Annapolis Story," SW Mastbaum. The affair was held at the Bellevue-Stratford Hotel.

Vine Street

Jack DeWall, RKO home office auditor, got himself married while working here at the local exchange. He has since returned to New York City. . . . Bill Brooker, well known former local exploiteer, is now headed for Dallas for Columbia in the interest of "Three For The Show" and "Cell 2455—Death Row."

Local theatremen may be interested to know that MOTION PICTURE EXHIBITOR has several inquiries from responsible theatre interests about small drive-ins that are available for lease or purchase. Should anyone have one to dispose of, send full details to the offices of this publication. . . . Jack Vanderveer, Triangle Sign Company, has moved after living for 25 years in Drexel Hill, Pa., to apartments in Haddonfield, N. J. His son, Jack Jr., was in from El Paso, Tex., and is headed for service with the Fourth Army in Europe. . . . Bill Porter, Allied Artists auditor, was in at the local branch from the west coast.

Eugene Ganz, RKO salesman, resigned to accept a post with 20th-Fox, where he will take over the Harrisburg, Pa.,

THEATRE MANAGERS

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territory as salesman. . . . A. Kosoff, 20th-Fox salesman, has been moved to the Albany territory.

Lorna Mae Burke has resigned as a clerk at Warners and moved with her husband to Reading, Pa.

District of Columbia
Washington

Lloyd J. Wineland, president, Wineland Theatres, owners and operators of a circuit of seven indoor theatres in the area, announced the purchase of the ABC Drive-In, Oxon Hill, Md., area. The open air theatre and snack bar was acquired from a syndicate headed by Jacob Silverman, Altoona, Pa., and Paul B. Cromelin. Douglas W. Mellott, manager, will continue in that capacity for the new proprietors.

RKO—Hank Howard, publicity representative, was in town in connection with RKO's "Son Of Sinbad." Howard was busy setting up the campaign. . . . Freida Burman is recuperating nicely after leaving the hospital. She stopped into the office for a brief visit. . . . Agnes Turner toured to Old Point Comfort, Fort Monroe, Va., to attend a regional Soroptimist Conference. Turner stayed over the weekend to do a little sightseeing. . . . Joe Kushner, office manager, is happy over the progress of his bowling team. Kushner's team is leading its league in Manassas, Va.

A military review at the Philadelphia Naval Base was held reeently to honor William Goldman, head, William Goldman Theatres, and chairman, Philadelphia's Armed Forces Week Committee. Above are Goldman, Rear Admiral F. L. Hetter, and Marine Colonel W. A. Kengla.

MGM—Cal Bien, salesman, was married in Baltimore, Md., to a Baltimore girl. . . . Lucille Ryon, booker's clerk, was married to Jack Bolton. The couple is currently honeymooning in Miami, Florida. . . . Tom Cosgrove, salesman, is on the sick list, suffering with jaundice. . . . Herb Bennin, branch manager, was in Roanoke and Winchester, Va., on routine business. . . . Anna Ridgely, cashier, is vacationing for a week in Conway, Ark., visiting her son and his family. . . . Kitty Arnold spent the weekend in Washington, Pa., visiting friends.

ALLIED ARTISTS—Milt Lispner's daughter Myrna celebrated her sixth birthday with a big surprise party. . . . L. E. Goldhammer, eastern division manager, visited the local branch on business. . . . Harold Levy's son Willard is still in Georgetown Hospital. Willard is doing very well now.

PARAMOUNT—Phil Isaacs, branch manager, visited Charlotte, Va., on business. . . . Willie Benrick was on the sick list.

Mrs. E. Bandel, NSS manager, and husband Samuel plan to go to New York to visit friends and relatives and also have their annual physical checkup. . . . U-I branch has completed its annual Charles Feldman Drive. Local branch is anxiously awaiting results. . . . Safie Bowles, Warners, is back after spending week in Bermuda vacationing. . . . Cliff Reed, Warners booker, celebrated a birthday. . . . Jake Flax, Republic branch manager, is enroute to California as a delegate to the Variety Clubs Convention.

Madi Comfort, seated, on a recent personal appearanee tour to spotlight UA's "Kiss Me Deadly," was greeted in Philadelphia by, left to right, Gene Tunick, UA branch manager; Neil Hellman, head, Hellman Drive-In Theatres; Paul Kleiman, general manager, Wax Theatres; Sam Steifel, owner, Uptown; and William Doyle, UA salesman.

VARIETY CLUB — The Variety Club Mothers' Day Luncheon at the Shoreham Hotel on May 9 shows promise of being a very successful affair as Mrs. Richard Nixon, wife of the vice-president, will be on hand as Guest Mother. Many prominent Washingtonians will also be on hand for the occasion. Tables have been reserved for George Nathan, National Screen Service; Jake Flax, Republic; Fred S. Kogod, K-B Theatres; Ned Bord, Randall H. Hagner Company; Hirsh de La Viez, Hirsh Coin Machine Corporation; Philip J. Mason, Hirsh Coin Machine Corporation; Maurice Milstone, Milstone's Acme Liquor Store; George A. Crouch, Stanley Warner Management Corporation; District Theatres, through President Morton Gerber; Alvin Ehrlich and Norman Kal, Kal, Ehrlich, and Merrick Advertising; Frank M. Boucher, TV Guide Magazine; Sam Wheeler, Wheeler Film Exchange; Sara S. Young, 20th-Fox, with Mrs. Mannie Lipskey and Mrs. Ben Lust; plus reservations for five, by Leon Makover, president, Globe Amusement Corporation; Mrs. Lewis E. Rubin. Tickets have also been ordered by Orville Crouch, Loew's Theatres; Arnold Fine, Hecht Company; and Mrs. William Friedman. Among the guests who have accepted are Commissioner and Mrs. Thomas A. Lane, Mrs. Renah F. Camalier, wife of District Commissioner Camalier, and Dr. and Mrs. Norman Gerstenfeld. Dr. Gerstenfeld is a Variety Club Chaplain. Milton S. Kronheim is chairman and will have as his personal guest many outstanding Washington women in the political field. There will be souvenirs, door prizes, and entertainment, as well as cocktails and luncheon, and more than 250 people are expected.

Fred Erling, assistant manager, Loew's Capitol, and wife Jeanne are the proud parents of their first child, a girl, who weighed seven pounds and 11 ounces. Both mother and daughter are doing well in Doctors Hospital.

— T. C.

Maryland
Baltimore

Students from Morgan State College and Johns Hopkins University demonstrated for the second time within a week at the Northwood, where Negro

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patrons are barred. They failed, however, to gain admittance. A rotating line about seven store-fronts long persisted peacefully on their plea for recognition but John Wyatt, theatre manager, was equally persistent in his answers to the Negros in the group: "No Admittance." There were about 300 demonstrators — approximately 250 of them from the colored college. The theatre now displays a sign stating: "Until the Allied Motion Picture Theatre Owners of Maryland, of which this theatre is a member, and the courts of Maryland advise otherwise, this theatre reserves the right to restrict patronage."

C. Morton Goldstein, new chairman, Maryland State Board of Motion Picture Censors, has taken over his post, replacing the former chairman, Sydney R. Traub who failed to receive a reappointment from Governor Theodore McKeldin. Goldstein's entrance into office was without any ceremony or official reception.

Jack Fruchtman who operates Keiths and the New, and his general manager, Natt W. Hodgdon, were hosts to the press, radio, and TV at a cocktail party in honor of Kevin McCarthy who plays a leading role in "The Annapolis Story." Harry Goldstein, Allied Artists, was also one of the hosts for the affair, which was held at the Sheraton Belvedere. Fruchtman then took-off for the Variety Club convention in California, accompanied by Morton Gerber, District Theatres.

Hal Colley, publicist, New and Keiths, was confined to his home with an attack of virus. . . . Ted Kirwan, manager, New, went to New York to see the "Cinerama Holiday." . . . Bob Gruver, owner, New Glen, Glenburnie, Md., was in for a meeting of the Allied Motion Picture Theatre Owners of Maryland. . . . The Parkway is being readied for a reopening the first week in June.

Charles Grimes, Stanley Warner district manager, spent the weekend in New York. . . . Gilbert Kanour, The Evening Sun's movie critic, is away on a month's vacation. . . . Leon Back, general manager, Rome Theatres, has returned from the west coast.

— G. B.

Hagerstown

Representatives of Stanley Warner theatres from Washington and here were hosts at luncheon for local industrial and other officials recently. They outlined plans for local groups to charter buses to see the Cinerama feature at the Warner, Washington. George Paytte, Hagerstown city manager, said Hagerstown ranked third in number of persons who had seen this movie in this area. . . . There was a free CinemaScope program recently for the opening of the Hiway Drive-In to show off the new, enlarged screen.

L. McW.

Leonardtown

At a third meeting of St. Mary's County Planning and Zoning Commission the application of the Park, Lexington Park, Md., to construct a store and enlarge the present small lobby of

Elyse Novy, a Mickey Spillane dame, is coming to Philly under the aegis of publicist Max Miller, to promote UA's "Kiss Me Deadly," SW Mastbaum. Along with several other models, she will also visit Baltimore, Md., Washington, and Richmond and Norfolk, Va.

the quonset hut type theatre was approved. Only two changes were made in the original plans. These call for the heating plant to be placed in the store's basement and the elimination of a wing which was to have extended in a rear yard. . . . Diana Lynn and Kevin McCarthy appeared in person at the Park, Lexington Park, Md., at the southern Maryland premiere of "An Annapolis Story" held in connection with the big Navy charity bazaar. The theatre was manned for the occasion by Naval personnel from the Patuxent River Naval Air Base, and general manager T. L. Harrison reports that there was a big turnout for the affair. . . . The 235 Drive-In, California, Md., in cooperation with a local food market is giving away 20 turkeys on "Lucky Night." Winners are derived from lucky automobile license numbers. . . . Ray Trumbule, promotion manager, Southern Maryland Theatres, is recovering from an attack of malaria, which bedded him for almost a week at his Sandy Bottom home.

New Jersey

Atlantic City

George Hamid's Colonial, now known as the Center and entirely remodeled, has its new christening on May 13. The house had remained open during repairs.

Pennsylvania

East Stroudsburg

Victor Austin, owner, Grand, died of a heart condition.

Laureldale

Harry Friedlad has closed the Laurel.

Mifflinburg

De Luxe Buying and Booking Service, Philadelphia, is now handling the Pix.

Reading

Loew's, Bob Diem, manager, has held over "The Blackboard Jungle" for a third week. Parent-Teacher association here heard adverse expressions about the picture recently but only one went to the length of passing resolutions opposing the showing. . . . Dorney Park, summer resort and theatre, has reopened for the season. Other summer parks in the Reading area will open on or before Memorial Day.

Dates in the Rajah Theatre have been leased for a number of concerts and musical events, local and professional, for May and June. The Plaza also has been rented for several musical bookings. . . . The Mount Penn Drive-In reopened for the season, with Paul E. Glase, Embassy, and Gene Plank, Embassy staff, overseeing both the Mount Penn and the recently reopened Reading Drive-In. Much repair work was done at the Mount Penn Drive-In, made neces-

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JACK SEIDMAN BERNARD SEIDMAN

That the Philadelphia Warners exchange is solidly behind the current Norman H. Moray Silver Anniversary Drive is attested to by the above photos, which show branch manager Charles Beilan and practically the entire personnel of the branch.
—JACK GOLDMAN PHOTOS.

sary by the hurricane late last Fall. A new eight-story high screen, 100 feet wide, was installed at the Mount Penn. Children under 12 are entertained at supervised playgrounds at both these drive-ins.

Thus far no church organization in this city has backed up the Reformed Church Reading Synod, meeting in Tremont, Schuylkill County, which passed resolutions denouncing bingo and legalized horse race betting moves as gambling. The Synod covers Reading and all Berks County, as well as portions of adjoining counties. It is believed other church groups, among them the Lutheran, may take similar anti-bingo and anti-horse race betting moves.

Birk Binnard, for about 10 years manager, Warner here, was guest of honor at a farewell dinner at the Mountain Springs Home, Mount Penn, given by other theatremen, prior to his taking up his new duties in Philadelphia as Stanley Warner Theatres advertising and public relations manager. The Binnards will take up their residence in the Quaker City as soon as the local schools close. An old English type pipe and a pen and pencil set were presented to Binnard. At the dinner were Eugene Plank, Reading and Mount Penn Drive-Ins; Emanuel S. Rosenberg, Park; Robert Diem, Loew's Colonial; J. Lester Stallman, Astor and Strand; Paul E. Glase, Embassy and Fabian interests; and Larry R. Levy, formerly manager, Loew's Colonial. . . . Kutztown District School Board has enacted a 10 per cent amusements ticket tax for 1955. Kutztown has a theatre but the college auditorium also is subject to the tax.

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Roozersville

Robert E. Johnson, Washington, D. C., is now doing his own buying and booking for the Red Run Drive-In.

Scranton

Mrs. Eileen O'Toole Feeney, daughter of the late Mike O'Toole, Comerford's publicity director, was one of the judges of the recent Mary Wood College Camera Club Contest. An alumna of the college, Mrs. Feeney is the wife of Joseph Feeney, the former Senate liason officer during the Roosevelt and Truman terms. . . . Mrs. Helen Comerford Egan was recently appointed chairman, "Mary's Day" activities, to be held at Mary Wood College under the sponsorship of the International Federation of Catholic Alumnae. . . . Rialto employe Betty Janicki will enter the Good Samaritan Hospital, Sufferan, N. Y., where she will pursue a course in Dietetics. She will be succeeded at the Rialto by Angela Ryan. . . . Bill McDonnell, Rialto, is planning a vacation at Atlantic City.

A recent tonsillectomy patient at the Westside Hospital, John Wahl, Rialto, is convalescing at home. . . . Mary Ann Gilmartin, Rialto, has successfully passed a Safe Driver's Course at Central High School and has been issued a driver's license. . . . Announcement has been made of the approaching marriage of Kathryn McCallick, Stering, Wilkes-Barre, Pa., to Chester Budzinski, former manager, Palace, Avoca. . . . Tom Clonan, Comerford organization, is the present relief manager, drive-in, Dupont. . . . A former employe of the Capitol, Dolores Allen McDonald, became the mother of a baby son in Long Island. . . . Former Comerford accounting department employe, Mary Maloney, now a secretary in the office of Pennsylvania's Governor Leader, was a week end visitor here. Ed Gallner, MGM, was in town. . . . Joe Lehr, Jr., son of Joe Lehr, Comerford accounting department, was the winner of the Lincoln School champion marble games, and will now play against other school champions in the annual marble tournament sponsored by the "Scranton Times." Following recent surgery, Ann Regan Healey, Comerford Company, is recuperating at home.

The Park has closed permanently.

Shippensburg

The CV, formerly the State, which was rebuilt after burning down, reopens on May 12. It will be serviced by Nate Milgram's De Luxe Buying and Booking Service, Philadelphia.

Virginia

Bluefield

Fire destroyed the Lee, a market, and a restaurant, causing estimated damage of $60,000. W. R. McCoy, owner of the theatre, who lived in an apartment above, said the fire started in the restaurant, and he and his wife were barely able to escape. The theatre was not open at the time of the fire.

Variety Club

Tent 13, Philadelphia

Among those attending the Los Angeles convention of International Variety Clubs from the local Tent were Edward Emanuel, international property master; Louis Goffman, chief barker, and wife; Jack Beresin, chairman, international executive board, and wife; Norman Silverman and wife; Ralph Pries, international representative, and wife; Samuel Alesker and wife; Herbert Baylson and wife; Norman Lewis and wife; Arthur Silber and wife; Mike Felt; Pete McAuley; Harry Battin; Robert Adelman, international public relations man; David Zinkoff; and Father Sylvester McCarthy, Tent 13 chaplain. Goffman, Silverman, and Felt are delegates.

Belle Loving, always active in charities through the Variety Club in helping incapacitated, homeless, and blind all her life, was admitted to the Home for Blind Women, Powelton Avenue and Saunders Street. Cards will be appreciated.

"Santa Fe Passage" was screened through the courtesy of Republic.

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The Check-Up of all features and shorts for a nine-month period

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SECTION 2
Vol. 54, No. 2

MAY 11, 1955

Allied Artists

(1953-54 releases from 5401;
1954-55 releases from 5501)

ANNAPOLIS STORY, AN—D—John Derek, Diana Lynn, Kevin McCarthy—Colorful service film has the angles—81m.—see April 6 issue—(Technicolor) (5513)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue —Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactary sparts yarn far the dualiers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh pragrammer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdaar show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lawer half entry—62m.—see March 23 issue. (5509)

HIGH SOCIETY—C—Leo Gorcey, Huntz Hall, Amanda Blake—Average Bawery Boys entry—61m.—see April 6 issue. (5514)

HUMAN JUNGLE, THE—MYMD—Gary Merriil, Jan Sterling, Paula Raymond—Well-made meiler—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lawer half—77m.—see Feb. 23 issue—Leg.: 8. (5510)

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

SHOTGUN—OD—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—Satisfactory programmer far the action spots—81m.—see April 6 issue—(Technicolor)—Leg.: B. (5515)

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish comedy for the class and art spats—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lawer half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)

BODY SNATCHERS, THE—Kevin McCarthy, Dana Wynter, Carolyn Jones.

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson, Russel Napier—(English Made).

DARK VENTURE—Frank Lavejoy, Forrest Tucker, Peggie Castle.

DOING TIME—Leo Gorcey Huntz Hall.

GUN POINT—Fred MacMurray, Dorothy Malone, Walter Brennan, Skippy Homeier—(CinemaScope).

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomas Gomez. (5516)

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale.

NIGHT FREIGHT—Forrest Tucker, Kieth Larsen, Barbara Britton.

PHENIX CITY—Richard Kiley, Kathryn Grant, John McIntire.

SKABENGA—Jungle documentary—(Color). (5411)

SPY CHASERS—Bowery Boys, Lisa Davis.

THUNDERSTORM—Linda Christian, Carlos Thompson—(Made in Spain).

WARRIORS, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England).

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor).

WOMEN'S REFORMATORY—Beverly Michaels, Tom Drake, Peggy Knudsen.

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Buena Vista

(Walt Disney)

LADY AND THE TRAMP—CAR—Highly entertaining Disney cartaan feature—75m.—see May 4 issue—(Technicolor)—(CinemaScope).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchai—Import will find slow gaing—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine pragrammer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merriil, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit inta the dualiers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Aiberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue. (718)

CELL 2455, DEATH ROW—MD—William Campbell, Kathryn Grant, Marian Carr—Prisan meiler far lawer half—72m.—see April 6 issue. (739)

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made). (734)

END OF THE AFFAIR, THE—D—Deborah Kerr, Van Johnson, John Mills—Fair ramantic drama—106m.—see April 20 issue—(Made in England). (724)

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(1.85-1). (716)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of actian—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue). (703)

JUNGLE MOON MEN—MD—Johnny Weissmuller, Jean Byron, Bill Henry—For the lawer half—70m.—see April 6 issue. (744)

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)

LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor). (729)

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)

NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh programmer—76m.—see Feb. 23 issue. (730)

PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B. (715)

PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)

PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meiler—88m.—see Sept. 8 issue. (704)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama
ACD—Action drama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CMU—Comedy musical
COMP—Compilation
COSMD—Costume meiadrama
D—Drama
DMU—Dramatic musical
DOC—Documentary
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
HISD—Historical drama
MD—Melodrama
MUC—Musical comedy
MU—Musical
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYD—Mystery drama
MYMD—Mystery melodrama
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
SAT—Satire
SFD—Science fiction drama
TRAV—Travelogue
W—Western

changes are being made!

Continuing through the months between now and next September—a gradual revision, modernization and extension of the normal service of this Yellow CHECK-UP will take place.

Watch the changes develop . . . issue by issue!

RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame Moy Whitty—Nomes may help reissue—89m.—see April 6 issue. (733)
SEMINOLE UPRISING—MD—George Montgobery, Karin Booth, William Fawcett—Average lower half entry 74m.—see May 4 issue—(Technicolor). (743)
TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)
THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor). (717)
THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Marge and Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)
THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor). (720)
TIGHT SPOT—MD—Ginger Rogers, Edward G. Robinson, Brian Keith—Interesting meller with names to help—97m.—see April 6 issue. (728)
VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)
WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 issue—Leg.: B. (726)
WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western for the duallers—73m.—see March 9 issue—(Technicolor). (727)

TO BE REVIEWED OR IN PRODUCTION

THE BIG SHOCK—Frank Lovejoy, Mari Blanchard, Richard Denning.
BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor.
CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat.
COCKLESHELL HEROES, THE—Jose Ferrer, Trevor Howard, Victor Modden—(Technicolor)—(CinemaScope)—(Made in Portugal).
COUNT THREE AND PRAY—Van Heflin, Phil Carey, Joan Woodword—(Technicolor)—(CinemaScope).
CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.
DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.
DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).
FIVE AGAINST THE HOUSE—Guy Modison, Kim Novak, Brian Keith—Leg: B.
GENTLE WOLFHOUND, THE—Aldo Ray, Mitsuko Kimura, Phil Carey—(Made in Japan).
GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).
IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.
LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Madison—(CinemaScope)—(Technicolor).
MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).
MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).
PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).
PRIZE OF GOLD, A—Richard Widmark, Nigel Patrick, Mai Zetterling—(Print by Technicolor)—(Made in England and Germany).
QUEEN BEE—Joan Crawford, Barry Sullivan, John Ireland.
REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).
RENEGADE ROUNDUP—Bill Williams, Movita, Tex Ritter.
SERGEANT O'REILLY—Aldo Ray, Phil Carey, Mitsuko Kimura.
STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).
TEEN AGE CRIME WAVE—Tommy Cook, Frank Griffin, Molly McCart.

DCA

(Distributors Corporation Of America)

ANIMAL FARM—CAR.—Produced and directed by John Holas and Joy Batchelor—Cartoon feature excellent for art spots—73m.—(Technicolor)—(English-made)—(De Rochemont).
HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Don O'Herlihy—64m.—see Jan. 26 issue—(Color).
LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-mode and hos angles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia).
STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 issue—(Filmed in Italy).

Filmakers

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-break meller sustains interest—90m.—see March 23 issue
PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory melier—81m.—see Sept. 8 issue

TO BE REVIEWED

MAD AT THE WORLD—Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell.

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferraniacolor)—(English narration).
APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).
BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gino Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).
GREEN MAGIC—DOC—Good documentary—Produced by Leonardo Bonzi on his South American expedition—85m.—see May 4 issue—(Ferraniacolor)—(Filmed in South America)—(English norration).
LOVE IN THE CITY—COMP—Produced by Cesare Zavattini, Ricordo Ghione and Marco Ferreri—Highly exploitable and novel entry for art spots—90m.—see April 20 issue—(Italian-made)—(English titles and narration)—Leg.: "B."
MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh Import for art and specialty spots—78m.—see Feb. 23 issue—(English titles)—Leg.: C.
THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).
TOO YOUNG FOR LOVE—D—Marina Vlady, Michel Beck, Fernand Gravet—Good import for the art spots—88m.—see April 6 issue—Leg.: B—(Italian-French made)—(Dubbed in English).
WAYWARD WIFE, THE—D—Gina Lollobrigida, Gabriele Ferzetti, Alda Mangini—Interesting drama with Lollobrigida nome to help—91m.—see April 20 issue—Italian-made)—(Dubbed in English)—Leg.: "B."

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).
CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.
HURDY-GURDY—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).
OUTLAW GIRL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).
VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)
(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Seat 8 issue. (5327)
BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—For the lower half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador). (5407)
DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 issue (Made in Spain and England). (5402)
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m—see May 19 issue—(English-made). (5310)
PAID TO KILL—MD—Dane Clark, Poul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made). (5326)
RACE FOR LIFE, A—MD—Richard Conte, Mari Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made). (5403)
RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made). (5329)
SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 issue (Spanish-made)—(Dubbed in English). (5323)
SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made). (5404)
SILVER STAR, THE—W—Edgar Buchanan, Marie Windsor, Lon Chaney, Earl Lyon—Fair western—75m.—see April 6 issue. (5411)
TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made). (5330)
THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m.—see Feb. 9 issue—(Filmed in Germany)—Leg.: C. (5406)
THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue. (5404)
UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)
GLASS TOMB—John Ireland—(English-mode). (5409)
LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)
PHANTOM OF THE JUNGLE—Jon Holl, Anne Gwynne, Ray Montgomery. (5414)
THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue hos names to sell—144m.—see Feb. 9 issue—(Technicolor). (520)
ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Colhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)
ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(1.75-1). (507)
BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope). (515)
BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)
BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (504)
BEDEVILLED—D—Anne Baxter, Steve Forrest, Robert Christopher—Slow moving drama will need plenty of help—85m.—see April 20 issue—(Made in France)—(Eastman color)—(CinemoScope). (523)
BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(1.75-1)—(SS). (501)
BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry on juvenile delinquency—101m.—see March 9 issue. Leg.: B. (521)
BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Chorisse—Entertaining musical fantasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope) (502)
CAMILLE—D—Greta Garbo, Robert Taylor, Lionel Barrymore—Good reissue for art houses or regulation spots—110m.—see May 4 issue. (524)
CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(1.75-1). (511)
DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 Issue—Leg.: B—(Eastman Calor)—(Print by Technicolor)—(1.75-1). (512)
DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue. (506)
GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eostman Color). (522)
GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)
HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry — 112m. — see March 9 issue—(Eastman Color)—(CinemaScope). (519)
INTERRUPTED MELODY—BIDMU—Glenn Ford, Eleanor Parker, Roger Moore—Well made entry has angles—106m.—see April 6 issue—(Eastman Color)—(CinemaScope). ( )
JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating meritorious offering—121m.—see June 17 issue—(SS). (422)
JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertoining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope). (518)
LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)
MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdoor show has names ond amusing angles—92m.—see Feb. 9 issue—(Eastman color)—(Cinemascope)—Leg.: B. (517)
MAURADERS, THE—OMD—Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis—Good programmer—81m.—see April 20 issue—(Eastman color)—(Print by Technicolor). (526)
PRODIGAL, THE—MD—Lona Turner, Edmund Purdom, Louis Calhern—Highly interesting and entertaining entry—114m.—see April 16 issue—(Eastman color)—(CinemaScope). (525)
ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(1.75-1). (503)
TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue. (509)
TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B. (508)
WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue. (505)

TO BE REVIEWED OR IN PRODUCTION

BAR SINISTER—Jeff Richards, Jarma Lewis, Edmund Gwenn—(Color)—(CinemaScope).
BHOWANI JUNCTION—Ava Gardner, Stewart Granger, William Travers—(Color)—(CinemaScope)—(Made in Pakistan and England).
COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).
GUYS AND DOLLS—Marlon Brondo, Jean Simmons, Frank Sinatra—(Technicolor)—(CinemaScope)—(Goldwyn).
INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Claire Sombert, Tamara Toumanova—(Technicolor)—(Made in England).
IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).
KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, Dovid Niven—(Eastman Color)—(CinemaScope).
LOVE ME OR LEAVE ME—Doris Day, James Cogney—(Technicolor)—(CinemaScope).
MOONFLEET—Stewart Granger, Viveca Lindfors, George Sanders—(Eastman Color)—(CinemaScope).
QUENTIN DURWARD—Robert Taylor, Kay Kendall, Robert Morley—(Color)—(CinemaScope)—(Made in England).
SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).
TRIAL—Glenn Ford, Dorothy McGuire, Arthur Kennedy—(CinemaScope).

Paramount

(1953-54 releases from 5300;
1954-55 releases from 5400)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)

CONQUEST OF SPACE—SFD—Walter Brooke, Eric Fleming, Joan Shawlee—Spoce thriller will please science-fictian fons and the younger set—80m.—see April 20 issue—(Technicolor)—Leg.: "B." (5407)

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue. (5409)

MAMBO — MD — Silvana Mangano, Vittorio Gassman, Shelley Winters—Meller has angles to sell—94m.—see April 6 issue—(Made in Italy)—Leg.: B. (5406)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

RUN FOR COVER—OD—James Cagney, Viveca Lindfors, John Derek—Interesting outdoor drama has names to sell—93m.—see April 6 issue—(Technicolor)—(VistaVision). (5410)

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B. (5402)

STRATEGIC AIR COMMAND—MD—James Stewart, June Allyson, Frank Lovejoy—Well made yarn of present-day air force—114m.—see April 6 issue—(Technicolor)—(VistaVision). (5425)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

TO BE REVIEWED OR IN PRODUCTION

ANYTHING GOES—Bing Crosby, Jeanmarie, Donald O'Connor—(Technicolor)—(VistaVision).

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS).

HELL'S ISLAND—John Payne, Mary Murphy, Francis L. Sullivan—(Technicolor)—(VistaVision)—Leg.: B—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

SEVEN LITTLE FOYS, THE—Bob Hope, Angela Clarke, George Tobias—(Technicolor)—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams — (Technicolor) — (VistaVision) — (Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe). (5408)

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkap, Rita Moreno—(Technicolor)—(VistaVision).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—B5m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names should help reissue—86m.—see April 20 issue. (574)

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—BBm.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—B4m.—see Sept. 8 issue. (570)

ESCAPE TO BURMA—MD—Barbara Stanwyck, Robert Ryan, David Farrar—Average programmer has names to help—B7m.—see April 20 issue—(Technicolor)—(SuperScope). (512)

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor). (50B)

INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Reissue of film classic should do okeh—92m.—see April 20 issue. (573)

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 ssue—(Color)—(Made in Guatemala). (510)

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m.—see March 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Rolond, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

BOY AND THE BULL, THE—Michel Ray, Fermin Rivera, Rodolpho Hoyos—(Technicolor)—(CinemaScope).

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

FLIGHT FROM BENGAZI—Richard Conte, Victor McLaglen, Mala Powers—(SuperScope).

JET PILOT — John Wayne, Janet Leigh, J. C. Flippen — —119m.—(Technicolor)—(SuperScope).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—90m.

TENNESSEE'S PARTNER—Rhonda Fleming, John Payne, Ronald Reagan—(Technicolor)—(SuperScope).

TEXAS LADY—Claudette Colbert, Barry Sullivan, Forrest Tucker—(Technicolor)—(SuperScope).

TREASURE OF PANCHO VILLA, THE—Rory Calhoun, Shelley Winters, Gilbert Roland — (Technicolor) — (SuperScope)—(Mexican made).

WAKAMBA—Edgar M. Queeny African Documentary—(Technicolor).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

AFRICAN MANHUNT—MD—Myron Healey, Karen Booth, John Kellogg—For the lower half—65m.—see April 20 issue. (5430)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 Issue. (5326)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor). (5401)

ETERNAL SEA, THE—BIOD—Sterling Hayden, Alexis Smith, Dean Jagger—Good service film—103m—see April 20 issue. ( )

I COVER THE UNDERWORLD—MD—Sean McClory, Joanne Jordan, Ray Middleton—For the lower half—70m.—see May 4 issue. (5434)

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue. (5310)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 Issue—Leg.: B—(Italian-(made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor). (5402)

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. B issue. (5309)

TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor). (5313)

YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh for the lower half—83m.—see March 23 issue—(Trucolor). (5403)

TO BE REVIEWED OR IN PRODUCTION

CITY OF SHADOWS—Victor McLaglen, Kathleen Crawley.

DAY TO REMEMBER, A—Stanley Holloway, Joan Rice, Odile Versois—(English-made)—(Rank).

DON JUAN'S NIGHT OF LOVE—Ray Vallone, Silvana Pomponini, Michele Philippe.

DOUBLE JEOPARDY—Rod Cameron, Alison Hayes.

FOREIGN ADVENTURE, A—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

GUNMAN, THE—Ray Milland, Mary Murphy—(Trucolor).

JAGUAR—Sabu, Chiquita, Barton MacLane.
Tierney, Lee J. Cobb—(Color)—(CinemaScope).

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucalor)—(Made In Germany).

MAN FROM TEXAS—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

ROAD TO DENVER, THE—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

SANTA FE PASSAGE—John Payne, Rod Cameron, Faith Domergue—(Trucalor).

TEXAS LEGIONAIRES, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 Issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (424)

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue). (541)

BLACK 13—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 Issue—(English-made). (428)

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope). (423)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 Issue—(Color by DeLuxe)—(CinemaScope). (419)

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafante, Olga James—Depends on the individual situation—105m.—see Oct. 20 Issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422)

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—8Bm.—see Feb. 9 issue—(Reissue). (542)

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made). (429)

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope). (420)

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—BBm.—see Aug. 11 issue—Leg.: B—(Print by Technicolor). (417)

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancraft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico). (506)

MAN CALLED PETER, A—BID—Richard Todd, Jean Peters, Marjorie Rambeau—Highly inspirational film will need selling—119m.—see April 9 issue—(Color by DeLuxe)—(CinemaScope). (509)

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue. (430)

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color). (427)

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 Issue—(Color)—(CinemaScope). (502)

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—92m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)

RAID, THE—MD—Van Heflin, Anne Bancraft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor). (408)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (426)

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue. (540)

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Colorful entry has names and angles—111m.—see March 9 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (507)

VIOLENT SATURDAY—MD—Victor Mature, Richard Egan, Virginia Leith—Gangster entry has names and punch—90m.—see April 20 issue—(Color by DeLuxe)—(CinemaScope). Leg.: B. (510)

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF SADIE, THE—Joan Collins, George Lee, Kenneth More—(Color). (50B)

ANGELA—Dennis O'Keefe, Mara Lane. (511)

DADDY LONG LEGS—Fred Astaire, Leslie Caron, Terry Moore—(Color)—(CinemaScope). (515)

HOW TO BE VERY, VERY POPULAR—Betty Grable, Robert Cummings, Sheree North—(Color)—(CinemaScope).

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan — (Color) — (CinemaScope) — (Made in Japan). (516)

LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(Color)—(CinemaScope).

LIVING SWAMP, THE—Nature in the Okefenokee Swamp—(Color)—(CinemaScope). (512)

LOVE IS A MANY SPLENDORED THING—William Holden, Jennifer Jones, Gloria Grahame—(Color)—(CinemaScope).

MAGNIFICENT MATADOR, THE—Maureen O'Hara, Anthony Quinn—(CinemaScope). (513)

SEVEN CITIES OF GOLD—Richard Egan, Anthony Quinn, Rita Moreno — (Color) — (CinemaScope) — (Made in Mexico).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell Sonny Tufts—(Color)—(CinemaScope).

SIR WALTER RALEIGH—Bette Davis, Richard Todd, Joan Collins—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong). (514)

TALL MEN, THE—Clark Gable, Jane Russell, Robert Ryan—(Color)—(CinemaScope)—(Made in Mexico).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England). (504)

United Artists

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy) —(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur)—(1.75-1).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing impart for art and specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BIG HOUSE U. S. A.—MD—Broderick Crawford, Ralph Meeker, Randy Farr—Okeh programmer—82m.—see March 23 issue—Leg.: B—(Schenck).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein)—(1.85-1).

BULLET FOR JOEY, A—MD—Edward G. Robinson, George Raft, Audrey Totter—Okeh programmer—85m.—see April 9 issue—(Bischoff-Diamond)—(1.85-1).

CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—Okeh programmer—83m.—see March 23 issue—(Joyce-Werker)—(1.75-1).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 Issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—interesting drama—100m.—see Jan. 26 Issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

KISS ME DEADLY—MYMD—Ralph Meeker, Maxine Cooper, Paul Stewart—Mickey Spillane entry has angles—105m.—see May 4 issue—(Parklane).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West)—(1.85-1).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating far the art and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

MARTY—D—Ernest Borgnine, Betsy Blair, Esther Minciotti High rating heartwarming drama—89m.—See April 6 issue—(Hecht-Lancaster).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 Issue—(Filmed in Canada)—(MPTV)—(1.66-1).

PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—Well made interesting entry—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and italy)—(Rank).

SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—For the lower half or art spots—74m.—see Feb. 9 issue—(Technicolor)—(Made in India)—(Ferrin)—(1.75-1).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spats—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—Good program enrty—66m.—see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

TOP OF THE WORLD—MD—Frank Lovejoy, Evelyn Keyes, Dale Robertson—Fair programmer—90m.—see May 4 issue—(Baird-Foster).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—interesting melodrama has star draw to help—89m.—see Nov. 3 Issue—Leg.: B—(Made In France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meller has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor) —(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 Issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 Issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiraff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor) —(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALBERT, R. N.—Anthony Steel, Jack Warner, Robert Beatty—(Angel—(English-made).

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Technicolor)—(CinemaScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassour).

BIG BLUFF, THE—John Bromfield, Martha Vickers, Robert Hutton—(Wilder).

BIG KNIFE, THE—Jack Palance, Ida Lupino, Shelley Winters—(Aldrich).

DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(Bel-Air).

FORT YUMA—Peter Graves, Joan Vohs, John Hudson, Joan Taylor—(Technicolor)—(Bel-Air).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

INDIAN FIGHTER, THE—Kirk Douglas, Walter Matthau—(Color)—(CinemaScope)—(Bryna).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

LAST MAN IN WAGON MOUND, THE—Clark Gable (Russ-Field).

LILACS IN THE SPRING—Erral Flynn, Anna Neagle—(Eastman Color)—(Wilcox).

MOBSTERS, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

NEWS IS MADE AT NIGHT—Dana Andrews, Rhonda Fleming—(Friedlob).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olvia DeHavilland, Frank Sinatra, Glaria Grahame—(Kramer).

OTHELLO—Orson Welles, Susanne Cloutier, Michael MacLiammoir—(Welles)—(Made Abroad).

ROBBER'S ROOST—George Montgomery, Richard Boone, Sylvia Findley—(Color)—(Goldstein-Jacks).

SEA SHALL NOT HAVE THEM, THE—Michael Reagrave, Dirk Bogarde, Anthony Steel—(Angel)—(English-made).

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross).

STORM FEAR—Cornel Wilde, Dan Duryea, Jean Wallace—(Theodora).

SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Technicolor)—(Made in Italy)—(Lopert).

TIGER AND THE FLAME, THE—Sobrab M. Modi, Mehtab —(Technicolor)—(Indian-made)—(Modi).

TOWN TAMER, THE—Robert Mitchum, Jan Sterling —(Goldwyn, Jr.)

TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C —Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue. (513)

ABBOTT AND COSTELLO MEET THE MUMMY—F—Bud Abbott, Lou Costello, Marie Windsor—For the juveniles and A and C fans—79m.—see May 4 issue. (526)

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor). (501)

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor). (CinemaScope)—(429)—(regular 432)

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—interesting costume meller—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor) —(CinemaScope) (517)

CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—Satisfactory horror show for the program—82m.—see March 23 issue—(523).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)

DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B (508)

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor). (511)

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (486)

LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Noel Purcell—Okeh programmer or art house entry—82m. —see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank) (509)

LOOTERS, THE—MD—Roray Calhoun, Julie Adams, Ray Danton—Good programmer—87m.—see April 20 issue. (524)

MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see March 9 issue. (519)

MAN FROM BITTER RIDGE, THE—W—Lex Barker, Mara Corday, Stephen McNally—Okeh western—80m.—see April 20 issue—(Eastman color). (525)

MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beat outdoor action entry has the angles—89m.—see March 9 issue—(Technicolor). (520)

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)

REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, John Bromfield—Meller has angles, especiall in 3-D—82m.—see March 23 issue. (3-D; 521); (2-D; 522).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m. —see Nov. 3 issue—(1.85-1). (504)

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor). (CinemaScope—505)—(regular—506)

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 issue—(Technicolor). (516)

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor). (507)

THIS ISLAND EARTH—SFD—Jeff Morrow, Faith Domergue, Rex Reason—Good programmer—87m.—see April 6 issue—(Technicolor). (527)

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor). (503)

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—(Technicolor).

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

AWAY ALL BOATS—Jeff Chandler, George Nader, Julie Adams—(Technicolor)—(VistaVision)—(Made in Virgin Islands).

FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—(Technicolor).

FRANCIS IN THE NAVY—Donald O'Connor, Martha Hyer, Jim Backus.

KETTLES IN THE OZARKS, THE—Marjorie Main, Arthur Hunnicutt, Una Merkel.

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor).

LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolar).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest—(Technicolor).

PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope).

RAWHIDE YEARS, THE—Tony Curtis, Colleen Miller, Arthur Kennedy—(Technicolor).

SECOND GREATEST SEX, THE—Jeanne Crain, George Nader, Bert Lair—(Technicolor)—(CinemaScope).

SHRIKE, THE—Jose Ferrer, June Allyson, Kendall Clark.

SIMBA—Dirk Bogarde, Donald Sinden, Virginia McKenna —(Technicolor).

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).

THERE'S ALWAYS TOMORROW—Barbara Stanwyck, Fred MacMurray, Joan Bennett.

TIME REMEMBERED, A—Rock Hudson, Cornell Borchers, George Sanders—(Technicolor).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman High rating Marine yarn—149m.—see Feb. 9 Issue—WarnerColor)—(CinemaScope). (411)

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(1.85-1). (402)

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m. —see Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Craln, David Farrar—Names should help okeh programmer —102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)

JUMP INTO HELL—ACD—Jack Sernas, Kurt Kasznar, Arnold Moss—Rugged war entry should do okeh in action spots as programmer—93m.—see April 6 issue. (410)

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: B. (413)

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m. —see Dec. 1 issue. (406)

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope). (408).
STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope). (403)
STRANGE LADY IN TOWN—MD—Greer Garson, Dana Andrews, Cameron Mitchell—Entertaining entry needs sales push—112m.—see Apr. 20 issue—(WarnerColor)—(CinemaScope). (415)
TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare shauld benefit fram the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)
UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue. (412)
YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Irwin Allen Nature documentary—(Technicolor).
BLOOD ALLEY—John Wayne, Lauren Bacall—(WarnerColor)—(CinemaScope)—Leg.: B.
DARKEST HOUR, THE—Alan Ladd, Joanne Dru, Edward G. Robinson—(WarnerColor)—(CinemaScope).
HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScape)—(Made in Italy).
I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.
JAGGED EDGE, THE—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).
LAND OF THE PHARAOHS—Jack Hawkins, Luisella Boni, Dewey Martin—(Print by Technicolor)—(CinemaScope)—(Made in Egypt and Italy).
McCONNELL STORY, THE—Alan Ladd, June Allysan (WarnerColor)—(CinemaScope).
MISTER ROBERTS—Henry Fonda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope).
MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).
PETE KELLY'S BLUES—Jack Webb, Peggy Lee, Edmond O'Brien—(Print by Technicolor)—(CinemaScope).
REBEL WITHOUT A CAUSE—James Dean, Natalie Wood, O'Brien—(Print by Technicolor)—(CinemaScope).
RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).
SEA CHASE, THE—Lana Turner, John Wayne, Tab Hunter—(WarnerColor)—(CinemaScope).
TALL MAN RIDING—Randolph Scott, Dorothy Malone, Peggie Castle—(WarnerCalor).
TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

BLONDE PICK-UP, THE—Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell—Exploitatian film far the duallers—57m.—see April 6 issue—(Globe Roadshows).
CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made In Africa)—(Bregstein).
CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama navelty—119m.—see Feb. 23 issue (Technicolar)—(Cinerama)—(Stanley-Warner Cinerama).
DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 Issue—(Eastman Color)—(Schaefer).
DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—Far the lawer half—69m.—see March 23 issue—(Beverly).
DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).
DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).
FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).
FIVE GUNS WEST—W—John Lund, Dorothy Malone, Touch Connors—Better than average western—78m.—see May 4 issue—(PatheColor)—(American Releasing Corp.).
FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).
GANGBUSTERS—MD—Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).
GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film shauld do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Trl-Art color)—(Excelsior).
HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m —see Sept. 22 issue—(Hallmark).
JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves Far the lower half—70m.—see Jan. 12 issue—(Howco).
JAMBOREE—DOC—Boy Scouts and film stars—Value Is limited by Boy Scout tieup passibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).
KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—Leg.: C—(Made in Africa)—(Hallmark).
KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller far the lawer half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).
MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Goad nature study film for supparting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).
NAUGHTY NEW ORLEANS—MUR—Julianne, Allouette, Montmarte Kitty—Satisfactary entry far spats that can play it—63m.—see May 18 issue—(Eastman color)—(Union).
TEASERAMA—BUR.—Tempest Starm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).
THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 Issue—(Technicolor)—(released by various distributors in exchange areas as a public service).
UNCOVER GIRLS—BUR—Gilda—Routine burlesque show far the exploitatian spats—53m.—see Aug. 11 issue—(Mishkin).
VARIETEASE—BUR—Lilli St. Cyr—Suited for the exploitatian spats—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).
WEDDING NIGHT FROLICS—BUR—Lili St. Cyr—Fair burlesque entry—66m.—Partly in color—(Union).

English Films

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).
DANCING WITH CRIME—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).
CHANCE MEETING—D—Odile Versois, David Knight, Joseph Tomelty—Interesting pragrammer far English spats—94m.—see May 18 issue—(English-made)—(Pacemaker).
DEVIL GIRL FROM MARS—SFD—Hugh McDermott, Hazel Court, Peter Reynolds—Science-fiction import for the lower half—77m.—April 6 issue—(English-made)—(Spartan).
EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary damestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).
FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots—75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).
FRIONT PAGE STORY—MD—Jack Hawkins, Elizabeth Allen, Eva Bartok—Fair meller for the art spots—95m.—see May 18 issue (English made)—(Associated Artists).
FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m.—see Jan. 26 issue—(English-made)—(Associated Artists).
GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).
GREEN SCARF, THE—MYD—Michael Redgrave, Kleron Moore, Leo 'Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).
HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).
INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).
INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).
JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).
LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxaffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).
OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Daintan—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).
PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).
RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).
SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).
STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Cantinental).
THREE CASES OF MURDER—MD—Emrys Jones, John Gregson, Colette Wilde—Off beat three part melodrama far art spats—99m.—see May 18 issue—(English made)—(Associated Artists).
WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 Issue—(English-made)—(Eastman color)—(BIS).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell—Satisfactory entry for the art spats—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).
ANNA CROSS, THE—D—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).
ASCENT TO HEAVEN—CD—Okeh impart far the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Class-Mohme).
BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spats—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).
BRIDE WITH A DOWRY—CD—Rautine Saviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).
CASPIAN STORY—DOC—Directed and photagraphed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).
CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).
COMPANIONS OF THE NIGHT—D—Adequate entry far the art hauses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).
CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).
DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).
DESIRES—D—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).
DESPERATE DECISION—D—Fair import for the art hauses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).
FOUR WAYS OUT—MD—Gina Lollobrigida—Far the art hauses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).
FRENCH TOUCH, THE—C—Fernandel—Amusing import far the art spats—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).
GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better imports—108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).
GATE OF HELL—D—Machiko Kyo, Kazue Hasegawa, Isao Yamagata—Outstanding entry far the art spats—89m.—See April 20 issue—(Japanese made)—(English titles)—(Eastman color)—(Harrison).
GRAN VARIETA—CDMU—Vittorio De Sica, Lea Padovani, Nico Pepe—Okeh impart far art spots—102m.—see May 18 issue—(Italian-made)—(English titles)—(Color)—(Continental).
HALF A CENTURY OF SONGS—MU—Silvana Pampanini, —Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).
HEARTBREAK RIDGE—DOC—Well-made Karean war dacumentary far art spats—Produced by Rene Risacher; directed by Jacques Dupont—86m.—see May 18 issue—(French made)—(English titles and narration)—(Eastman color)—(Stereophonic sound and Perspectascope)—(Tudor).
HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegarde Neff, Michel Auclair—Amusing impart—103m.—see Feb. 23 issue—(French-made)—(English titles)—Leg.: B—(Ardee).
ILLICIT INTERLUDE—D—Maderate lave story far the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).
IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue—(Technicolor)—(Italian-Made)—(BuenaVista through various franchise holders).
IMPOSTER, THE—MD—Japanese cast—Okeh Oriental import for the art hauses—89m.—see April 6 issue—(Japanese-made)—(English titles)—(Brandon).
KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narratian)—(Artkino).
MERRY-GO-ROUND—CD—Fair import far art spots and German language houses—100m.—see April 20 issue—(German made)—(English titles)—(Casino).
NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Francoise Rosay—Okeh for the art spots—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).
ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art hauses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).
PARIS INCIDENT—CD—Fine import far the art and class spots—90m.—see July 28 issue—(French-made)—(English titles)—(Davis).
PRINCESS CINDERELLA—FAN—Shauld appeal mast to juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).
SIDE STREET STORY—D—Toto—Gaad Italian import far the art spats—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).
SKANDERBEG—HISD—Historical actian drama far Russian spats—95m.—see July 28 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).
STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film far art and class spats—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).
TRUE AND THE FALSE, THE—D—Signe Hasso—Satisfactary import for art spats—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).
TRUE FRIENDS—CD—Rautine Soviet impart—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).
UGETSU—DFAN—Gaod Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).
WAGES OF FEAR, THE—MD—Superiar import far the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found an pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Two Reel COMEDIES			
		ALL-STAR (6)			
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933
7415	(Apr. 28)	Scratch, Scratch, Scratch (Clyde)			
		ASSORTED FAVORITE REPRINTS (6)			
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933
7426	(May 5)	Hiss and Yell (Vague)			
		COMEDY FAVORITE RE-RELEASES (6)			
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down ta Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	Yau're Next (Catlett)	G	18m.	3953
7435	(Apr. 21)	Ready Willing But Unable (Brendel)	F	16m.	3959
		SERIALS (4)			
7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933
		THE THREE STOOGES (8)			
7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse	F	16m.	3953
7407	(Apr. 14)	Bedlam in Paradise	F	16m.	3959
		CANDID MICROPHONES (Reissues)			
7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934
		COLOR FAVORITES (13) (Technicolor) (Reissues)			
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber	G	6m.	3947
7610	(Apr. 7)	Treasure Jest	G	6½m.	3955
7611	(Apr. 21)	Picnic Panic	F	6m.	
7612	(May 12)	Mother Hubba-Hubba Hubbard			
		MR. MAGOO (4) (Technicolor)			
7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926
7703	(May 19)	Magoo Express			
		MR. MAGOO SPECIAL (Technicolor) (CinemaScope)			
7509	(Jan. 6)	When Magoo Flew	E	7m.	3857
		(1954-55) MUSICAL SPECIAL (1)			
7999	(Sept. 2)	Autumn in Rome	G	8m.	3843
		SCREEN SNAPSHOTS (10)			
7851	(Sept. 23)	Hollywood Mavies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7353	(Nov. 18)	Hollywood Cowboy Stars	F	10½m.	3947
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hallywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers	F	10m.	3959
7858	(May 5)	Hollywood Plays Golf			
		THRILLS OF MUSIC (6) (Reissues)			
7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys.	G	10½m.	3900
7954	Feb. 10)	Tony Pastor and Orch.	G	10m.	3934
7455	(Apr. 10)	Elliott Lawrence & Orch.	G	10m.	3974
		UPA ASSORTED CARTOONS (4) (Technicolor)			
7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Mar. 24)	Four Wheels No Brakes	E	6½m.	3955
7504	(May 19)	Baby Boogie			
		WORLD OF SPORTS (10)			
7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise	F	9m.	
7808	(Apr. 28)	Backing Champs			

MGM

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		TWO REEL SPECIAL			
		MGM's 1955 Motion Picture Celebration	G	18m.	3933
		One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)			
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	
		CINEMASCOPE CARTOONS (4) (Technicolor)			
C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)	G	7m.	3947
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)	F	7m.	3947
		FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)			
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	3955
		GOLD MEDAL REPRINT CARTOONS (8)			
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
	(Jan.)	Part Time Pal	G	7m.	3900
	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
	(Feb.)	Dr. Jekyll and Mr. Mouse	G	8m.	3947
	(Mar.)	Salt Water Tabby	F	7m.	3947
		PETE SMITH SPECIALTIES (10)			
S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)	G	9m.	3934
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	3926
	(Apr.)	Just What I Needed	F	9m.	3947
	( )	Global Quiz (Color)	G	10m.	

Paramount

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		SPECIAL (Technicolor)			
T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933
		CARTOON CHAMPIONS (6) (Technicolor) (Reissues)			
S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842
		CASPER CARTOONS (6) (Technicolor)			
B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek	G	7m.	3947
B14-4	(Mar. 4)	Keep Your Grin Up	G	6m.	3955
B14-5	(May 27)	Spooking With A Brogue	F		
		GRANTLAND RICE SPORTLIGHTS (12)			
R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hat and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	3947
R14-7	(Apr. 8)	Baseball's Acrobatic Age		9m.	
		HEADLINER CHAMPIONS THRILLS (6) (Reissues)			
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843
		HERMAN AND CATNIP CARTOONS (4) (Technicolor)			
H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood	G	7m.	3947
H14-3	(Apr. 8)	A Bicep Built For Two		7m.	
		NOVELTOONS (6) (Technicolor)			
P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	3947
P14-4	(Mar. 25)	Git Along Lil' Duckie		7m.	
		PACEMAKERS (6)			
K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	G	10m.	3947
		POPEYE CARTOONS (8) (Technicolor)			
E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags	E	7m.	3946
E14-4	(Feb. 11)	Nurse To Meet Ya	G	6m.	3955
E14-5	(Mar. 11)	Penny Antics		8m.	
E14-6	(May 20)	Beaus Will Be Beaus			
		TOPPERS (6)			
M14-1	(Nov. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore	G	10m.	3947
M14-5	(Apr. 15)	Let's Look At The Birds			
M14-6	(Apr. 22)	Pick A Pet			
		VISTAVISION SPECIAL			
		Paramount Presents VistaVision	G	20m.	3933
V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
V14-2	(Apr. 29)	Vistavision Visits Mexico		17m.	
V14-3	(May 27)	Vistavision Visits The Sun Trails			
	(June)	VistaVision Visits Hawaii			
	(July)	VistaVision Visits Japan			

RKO

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Two Reel EDGAR KENNEDY REISSUES (6)			
53501	(Oct. 8)	Host Ta a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880
		LEON ERROL REISSUES (6)			
53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880
		RAY WHITLEY REISSUES (2)			
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842
		RKO-PATHÉ SPECIALS (8)			
53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers	E	15½m.	
53107	(May 6)	Operation Icecap			
		SPORT SPECIALS (2)			
53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(Apr. 15)	Basketball Highlights		15m.	
		MY PAL REISSUES (2)			
53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842
		THEATRE OF LIFE			
	( )	Devil Take Us			
		One Reel SCREENLINERS (13)			
54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
54208	(Apr. 1)	Bush Doctor	G	11m.	
54209	(Apr. 29)	Inland Seas	G	11m.	
54210	(May 27)	Staff Of Life	G	8m.	
54211	(June 24)	Rest Assured		8m.	
54212	(July 22)	Safety Is Their Business			
		SPORTSCOPES (13)			
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mar. 18)	Here's Hockey	G	10m.	3939
54309	(Apr. 15)	Jai Alai			
54310	(May 13)	Everglade Posse			
		WALT DISNEY CARTOONS (3) (Technicolor)			
		(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)			
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	3916
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54107	(Apr. 1)	Blame It On The Samba	G	6m.	3953

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
54108	(Apr. 22)	Chip An' Dale			
54109	(May 13)	Pedro			
54110	(June 10)	El Gaucho Goofy			

Republic

SERIALS (4)

5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again	G	13ep.	3953

One Reel

THIS WORLD OF OURS (6)

(Trucolor)

5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	
5388	(Mar. 1)	Venezuela		9m.	

20th Century-Fox

CINEMASCOPE SPECIALS

(Color)

7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	( )	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910

(1955)

7501	(Jan.)	Tuna Clipper Ship (Tech.)	E	18m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Mar.)	Land Of The Nile (Color)			
7507	(Mar.)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(Apr.)	Punts And Stunts (Color)			

One Reel

SEE IT HAPPEN (6)

6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857

SPORTS (6)

3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857

TERRYTOONS (16)

(Technicolor)

S401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
S402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
S404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
S405	(Feb.)	Nonsense Newsreel	G	7m.	3691
S407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
S408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
S411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
S414	(May)	Arctic Rivals	F	7m.	3730
S416	(June)	Terry Bears in a Howling Success	F	7m.	3774
S418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874

(1955)

5501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
SS05	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish			
S509	(Apr.)	Little Roquefort In No Sleep For Percy			

TERRYTOON TOPPER REISSUES (10)

5403	(Jan.)	The Helicopter	F	7m.	3683
S406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
S417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
S421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788

(1955)

5502	(Jan.)	Dear Old Switzerland	F	6m.	3946
5504	(Feb.)	Swooning The Swooners	G	7m.	3955
5506	(Mar.)	Gandy Goose In It's All In The Stars	G	7m.	3959
5508	(Apr.)	The Two-Headed Giant	F	7m.	

United Artists

SPORTS SPECIAL

		Marciano-Charles Fight	G	21m.	3848

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informal	G	16m.	3925
1307	(May 16)	Girl Time			
1308	(June 20)	Webb Pierce And His Wonderin' Boys			

SPECIALS

1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893

(1954-55)

1300	(Mar. 15)	A World Of Beauty	G	17m.	3925

One Reel

VISTARAMA SPECIAL

(CinemaScope and other aspect ratios)

(Eastman Color)

	(Nov.)	Speed Sub-Zero	G	9½m.	3874
	(Mar. 28)	Fortress Of Freedom (Tech) (SS)	E	10m.	

COLOR PARADES

1381	(Feb. 28)	Dust Eaters	E	9½m.	3947
1382	(Mar. 21)	Moose Country	F	9½m.	
1383	(Apr. 25)	White Magic	G	9m.	

WALTER LANTZ CARTUNES (13)

(Technicolor)

1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Shelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
1326	(May 9)	Private Eye Pooch	G	6m.	3947
1327	(June 6)	Sh-h-h-h	E	6m.	
1328	(July 4)	Bedtime Bedlam	G	6m.	

WALTER LANTZ CARTUNES

(Reissues)

1351	(Feb. 21)	The Band Master	G	7m.	3946
1352	(Mar. 28)	The Mad Hatter	G	7m.	3955
1353	(Apr. 25)	Banquet Busters	G	7m.	3959

VARIETY VIEWS

1341	(Dec. 27)	Trouble Bruin	G	9m.	3926
1342	(Jan. 31)	Little Lost Scent	F	9m.	3947
1343	(Apr. 11)	Whatever Goes Up	G	9m.	

Warners

SPECIALS (12)

(Technicolor)

2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull	E	17m.	3933
2007	(Mar. 5)	Mississippi Traveler (Warner Color)	E	17m.	3946
2008	(Apr. 9)	Old Hickory			

CLASSICS OF THE SCREEN (6)

2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young	E	17m.	3953
2105	(May 28)	At The Stroke of Twelve			

One Reel

BLUE RIBBON HIT PARADES (13)

(Reissues)

(Technicolor)

2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Oproar	F	7m.	3939
2307	(Feb. 26)	You Were Never Duckier	G	7m.	3947
2308	(Apr. 2)	House Hunting Mice			
2309	(Apr. 23)	Crowing Pains			

BUGS BUNNY SPECIALS (8)

(Technicolor)

2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m.	3933
2726	(Mar. 26)	Sahara Hare	G	7m.	3947
2727	(May 7)	Hare Brush			

JOE McDOAKES COMEDIES (6)

2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Want To Be A Gladiator	F	10m.	3947
2405	(May 7)	So You Want To Be On A Jury			

MELODY MASTER BANDS REISSUES (6)

2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
2806	(Apr. 16)	The Playgirls			

MERRIE MELODIES (22)

(Technicolor)

2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up	F	7m.	3933
2712	(Feb. 26)	Stork Naked	G	7m.	3933
2713	(Mar. 12)	Lighthouse Mouse	G	7m.	3947
2714	(Apr. 2)	Sandy Claws	G	7m.	
2715	(Apr. 16)	The Hole Idea	E	7m.	
2716	(Apr. 30)	Ready, Set, Zoom	G	7m.	

THE SPORTS PARADE (10)

(Technicolor)

2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m.	3934
2506	(Mar. 19)	Football Royal	G	10m.	
2507	(May 21)	Riviera Revelries			
2508	(Apr. 23)	Rocky Mountain Big Game	F	10m.	

WARNER VARIETIES (7)

2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days	G	10m.	3947
2605	(Apr. 30)	Fire, Wind, Flood	E	9m.	

Miscellaneous

Alien Orders (COI)	F	10m.	3857
Barber Of Seville, The (Color) (Filmeco)	G	26m.	3959
Chevalier de Menilmontant (Burstyn)	G	14m.	3873
Churchill, Man Of The Century (BIS)	G	20m.	3953
Composers In Clay (United World)	G	22m.	3856
For Peace and Friendship (Color) (Artkino)	F	39m.	3887
Formosa: The Guarded Island (Film Renters)	G	18m.	3953
Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
Lesson In Anatomy, A (IFE)	F	11m.	3849
Lost Paradise, The (Pictura)	G	11m.	3857
Miracle in Music, A (American)	G	8m.	3900
Moving Spirit, The (Tech) (Kingsley-Int.)	E	17m.	3953
Mystery Of Leonardo, The (IFE)	F	10m.	3848
New Van Gogh, The (IFE)	G	15m.	3856
Paul Gauguin (Pictura)	G	13m.	3848
Queen's Colors, The (McDonald)	E	17m.	3918
Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
Romantic Youth (Burstyn)	F	15m.	3865
Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
Siam (Buena Vista) (Technicolor)	E	32m.	3918
Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
Story of Light, The (Color) (Bondy)	E	9m.	3866
Switzerland (Technicolor) (Cinema-Scope) (Buena Vista)	E	32m.	3959
Thursday's Children (BIS)	E	20m.	3953
USSR Today No. 19 (Artkino)	F	12m.	3844
USSR Today No. 24 (Artkino)	F	19m.	3874
World of Life, The No. 1 (Meadow)	G	16m.	3873
World of Life, The No. 7 (Meadow)	G	16m.	3873
World Of Life, The, No. 10 (Meadow)	G	16m.	3933
World of Life, The No. 13 (Meadow)	F	16m.	3873
World of Life, The No. 15 (Meadow)	G	15m.	3873

THINGS YOU SHOULD KNOW

—about this service—
THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other tradė papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 9 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP.
And you need only save it for two weeks,—
for it will be up-to-date the next time issued.

IN YOUR HANDS NOW—

you are holding the only—

9-POINT SUMMARY

in the entire Trade Press that follows this service method.

BEST—of all Theatre Services come from . . .

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
APRIL	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
An Annapolis Story J. Derek, K. McCarthy, D. Lynn (Technicolor) **Shotgun** S. Hayden, Y. DeCarlo, Z. Scott (Technicolor) **High Society** L. Gorcey, H. Hall, A. Blake	**Three For The Show** B. Grable, J. Lemmon, M. and G. Champion (Technicolor) (CinemaScope) **Jungle Moon Men** J. Weissmuller, J. Byron, B. Curtis **The Return Of October** (Reissue)	**The Glass Tomb** J. Ireland (Made in England) **Thunder Over Sangoland** J. Hall, M. Lord	**The Glass Slipper** L. Caron, M. Wilding, K. Wynn (Eastman color) **Bedevilled** A. Baxter, S. Forrest (Eastman Color) (CinemaScope)	**Run For Cover** J. Cagney, J. Derek, V. Lindfors (Technicolor) (VistaVision) **Mambo** S. Winters, S. Mangano V. Gassman	**Escape To Burma** B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope) **The Informer** **Berlin Express** (Reissues)	**I Cover The Underworld** S. McClory, J. Jordan, R. Middleton	**A Man Called Peter** J. Peters, R. Todd, R. Burton (DeLuxe color) (CinemaScope) **Violent Saturday** V. Mature, S. Sidney (DeLuxe color) (CinemaScope) **Angela** D. O'Keefe, M. Lane	**The Purple Plain** G. Peck (Made in Ceylon) (Technicolor) (Rank) **A Bullet For Joey** E. G. Robinson, G. Raft, A. Totter (Bischoff-Diamond) **Lilacs In The Spring** E. Flynn, A. Neagle (Eastman color) (English-made) (Wilcox)	**Chief Crazy Horse** V. Mature, S. Ball, J. Lund (Print by Technicolor) (CinemaScope) **Ma and Pa Kettle At Waikiki** M. Main, P. Kilbride, L. Nelson **Man Without A Star** K. Douglas, J. Crain, C. Trevor (Technicolor)	**East Of Eden** J. Harris, J. Dean, R. Massey (WarnerColor) (CinemaScope)
MAY	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**
Las Vegas Shakedown D. O'Keefe, C. Grey **Skabenga** Jungle Documentory	**The End Of The Affair** D. Kerr, V. Johnson, J. Mills **Tight Spot** G. Rogers, E. G. Robinson, B. Keith **Cell 2455, Death Row** W. Campbell, M. Carr, R. Campbell **Seminole Uprising** G. Montgomery, K. Booth (Technicolor)	**Air Strike** R. Denning, G. Jean, D. Hoggerty **Phantom Of The Jungle** J. Hall, R. Montgomery, A. Gwynne	**The Prodigal** L. Turner E. Purdom, L. Calhern (Eastman Color) (CinemaScope) **The Marauders** D. Duryea, J. Richards, K. Wynn (Eastmon Color) (Print by Technicolor)	**Strategic Air Command** J. Stewart, J. Allyson (Technicolor) (VistaVision)	**Bringing Up Baby** **I Remember Mama** (Reissues) **Quest For The Lost City** D. and G. Lamb (Made in Guatemala) (Color)	**Santa Fe Passage** J. Payne, F. Domergue, R. Cameron (Trucolor) **The Eternal Sea** S. Hayden, A. Smith, D. Jogger **Don Juan's Night Of Love** R. Valcone, S. Pomponini	**Daddy Long Legs** F. Astaire, L. Caron, T. Moore (Color) (CinemaScope) **That Lady** O. DeHavilland, G. Rolond, D. Price (Color) (CinemaScope) (Mode in England) **The Adventures Of Sadie** J. Collins, K. More, G. Cole (Color)	**The Tiger and The Flame** Mehtab (Mode in India) (Technicolor) (Modi) **Kiss Me Deadly** R. Meeker, P. Stewort, C. Leochman (Parklone) **Robbers' Roost** G. Montgomery, R. Boone, S. Findley (Color) (Mode in Mexico) (Goldstein) **Top Of The World** R. Robertson, F. Lovejoy, E. Keyes (Baird-Foster)	**Revenge Of The Creature** J. Agar, L. Nelson, J. Bromfield (3-D and 2-D) **Cult Of The Cobra** R. Domergue, R. Long, M. Thompson **The Looters** R. Calhour, J. Adams, T. Gomez	**Jump Into Hell** J. Sernas, K. Kasznor, A. Moss **Strange Lady In Town** G. Garson, D. Andrews, C. Mitchell (WarnerColor) (CinemaScope)
JUNE	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**
Dark Venture F. Lovejoy, P. Castle **Lord Of The Jungle** J. Sheffield, W. Morris, N. Gotes	**A Prize Of Gold** R. Widmork, M. Zetterling, N. Potrick (Technicolor) **5 Against The House** G. Madison, K. Novak, B. Keith **The Petty Girl** **They All Kissed The Bride** (Reissues)	**King Dinosaur** B. Bryont, W. Curtis	**Love Me Or Leave Me** D. Day, J. Cagney (Technicolor) (CinemaScope) **Moonfleet** S. Gronger, V. Lindfors, G. Sanders (Eastman Color) (CinemaScope)	**The Far Horizons** F. MocMurroy, C. Heston, D. Reed (Technicolor) (VistoVision) **Hell's Island** J. Payne, M. Murphy, F. L. Sullivon (Technicolor) (VistaVision)	**Son Of Sinbad** D. Robertson, S. Forrest, V. Price, L. St. Cyr (Technicolor) (SuperScope) **The Big Street** (Reissue)	**Flame Of The Island** Y. DeCarlo, C. Thompson, R. Gam (Trucolor) **The Green Buddah** W. Morris, M. Germoine **Double Jeopardy** R. Cameron, G. Robbins	**The Magnificent Matador** M. O'Hara, A. Quinn (Technicolor) (CinemaScope) **Soldier Of Fortune** C. Gable, S. Hayword (Color) (CinemaScope) (Made in Hong Kong)	**The Big Bluff** J. Bromfield, M. Vickers, R. Hutton (Wilder) **The Sea Shall Not Have Them** R. Redgrove, D. Bogorde, A. Steel (English-mode) (Angel) **Summertime,** K. Hepburn, R. Brozzi, I. Mirondo (Technicolor) (Mode in Italy) (Lopert)	**This Island Earth** J. Morrow, F. Domergue, R. Reason (Technicolor) **Abbott and Costello Meet The Mummy** B. Abbot, L. Costello, M. Windsor **The Man From Bitter Ridge** L. Borker, M. Cordoy, S. McNally (Eastman Color)	**The Sea Chase** J. Wayne, L. Turner, D. Farror (WarnerColor) (CinemaScope) **Toll Mon Riding** R. Scott, D. Malone, P. Costle (WornerColor)

OBSERVATIONS

May 30—Memoriol Doy
June 14—Flag Doy
19—Father's Day

MOON PHASES

	1 Quoter	2 Full	3 Last	4 New
MAY	28	6	14	21
JUNE	26	5	13	19

FILMAKERS

May—Mod At The World—F. Lovejoy, C. O'Donnell

"That LADY" is coming to entertain you

and to thrill your audiences with the provocative story of the Spanish beauty whose flamin heart defied tradition . . . whose scandalous love affairs flaunted convention. As a nov 'That Lady' became an international best-seller . . . Katharine Cornell chose to star i it on the Broadway stage. Now it comes to tumultuous life as the picture that shock a nation! "That Lady's" fabulous past has everything for your boxoffice's futur

OLIVIA de HAVILLAND · GILBERT ROLAND

in "That LADY" in CINEMASCOPE

introducing PAUL SCOFIELD co-starring FRANCOISE ROSAY · DENNIS PRICE

Produced by SY BARTLETT • Directed by TERENCE YOUNG • Screenplay by ANTHONY VEILLER and SY BARTLETT

From the Novel by Kate O'Brien • Print by TECHNICOLOR • An Atalanta Production • Released by 20th Century-Fox

"SOON IT WILL BE A PLEASURE TO DO BUSINESS WITH 'That LADY' FROM 20

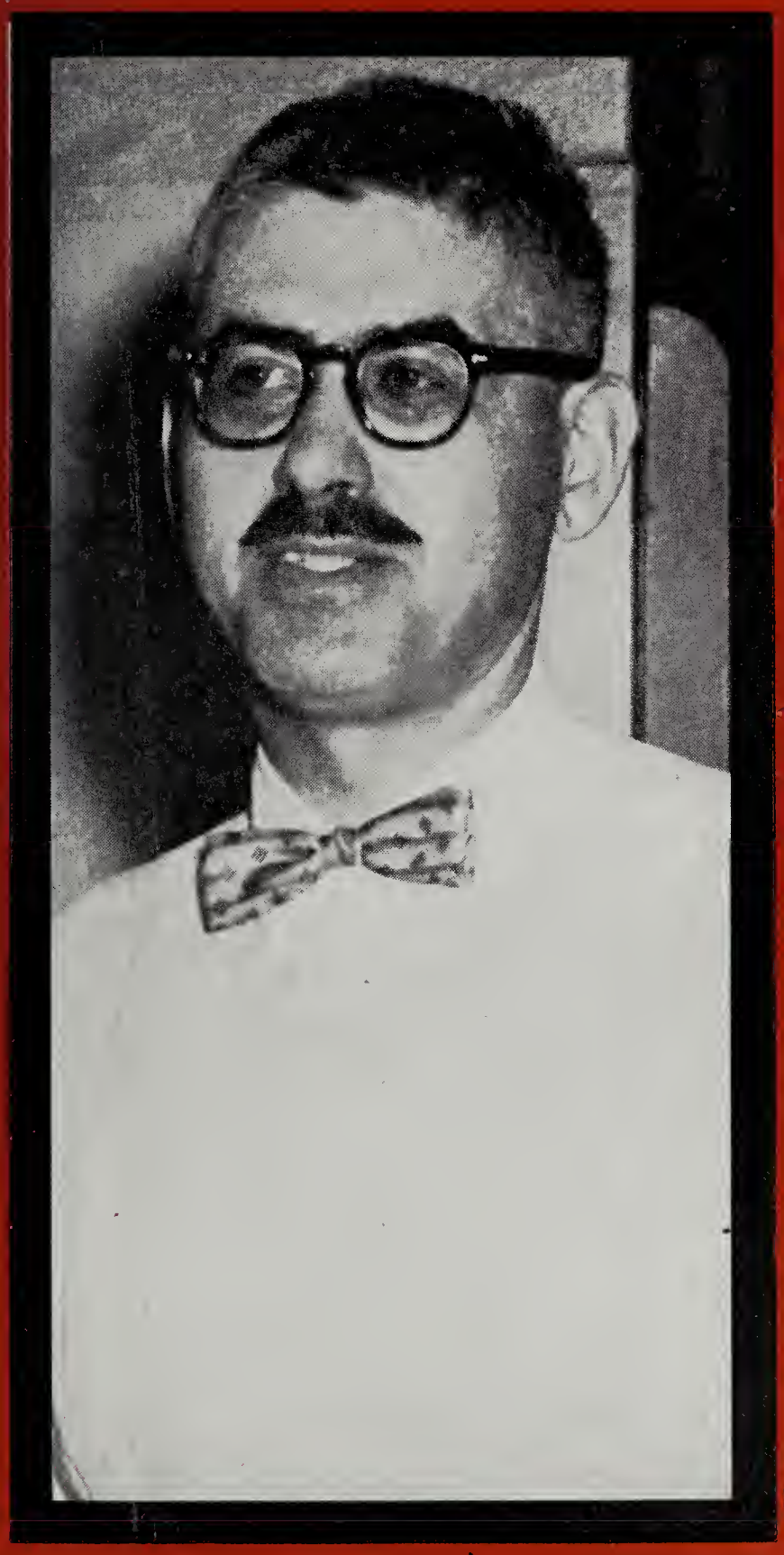
MOTION PICTURE

EXHIBITOR

MAY 18, 1955 GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

IN TWO SECTIONS • THIS IS SECTION ONE



Herbert M. Miller, 48, editor, MOTION PICTURE EXHIBITOR, for more than 25 years, died last week in a Philadelphia hospital, after a lingering illness.

Allied, TOA Strive To Save Conference

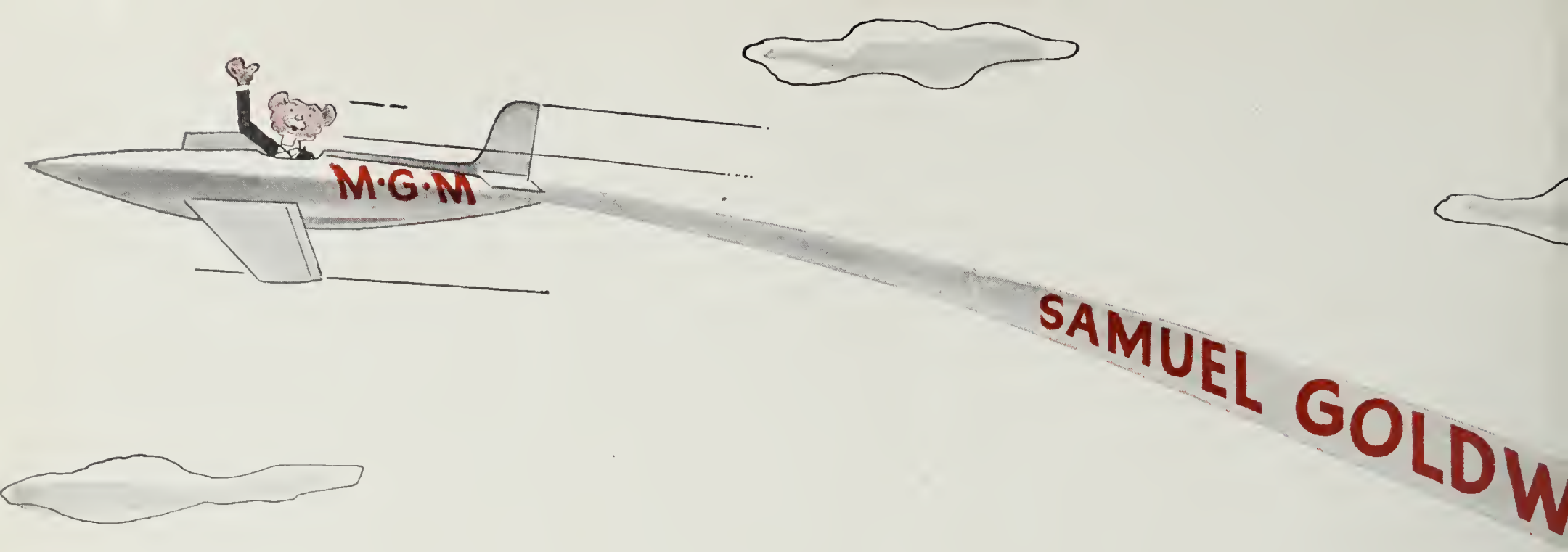
(page 9)

SIMPP Asks Voice In Code Policy

(page 17)

AND FEATURING: STUDIO SURVEY

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879



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We'll Tell the World! We'll Sell the World! The Largest Film Distributing Organization Hails the Picture That Will Make Movie History!

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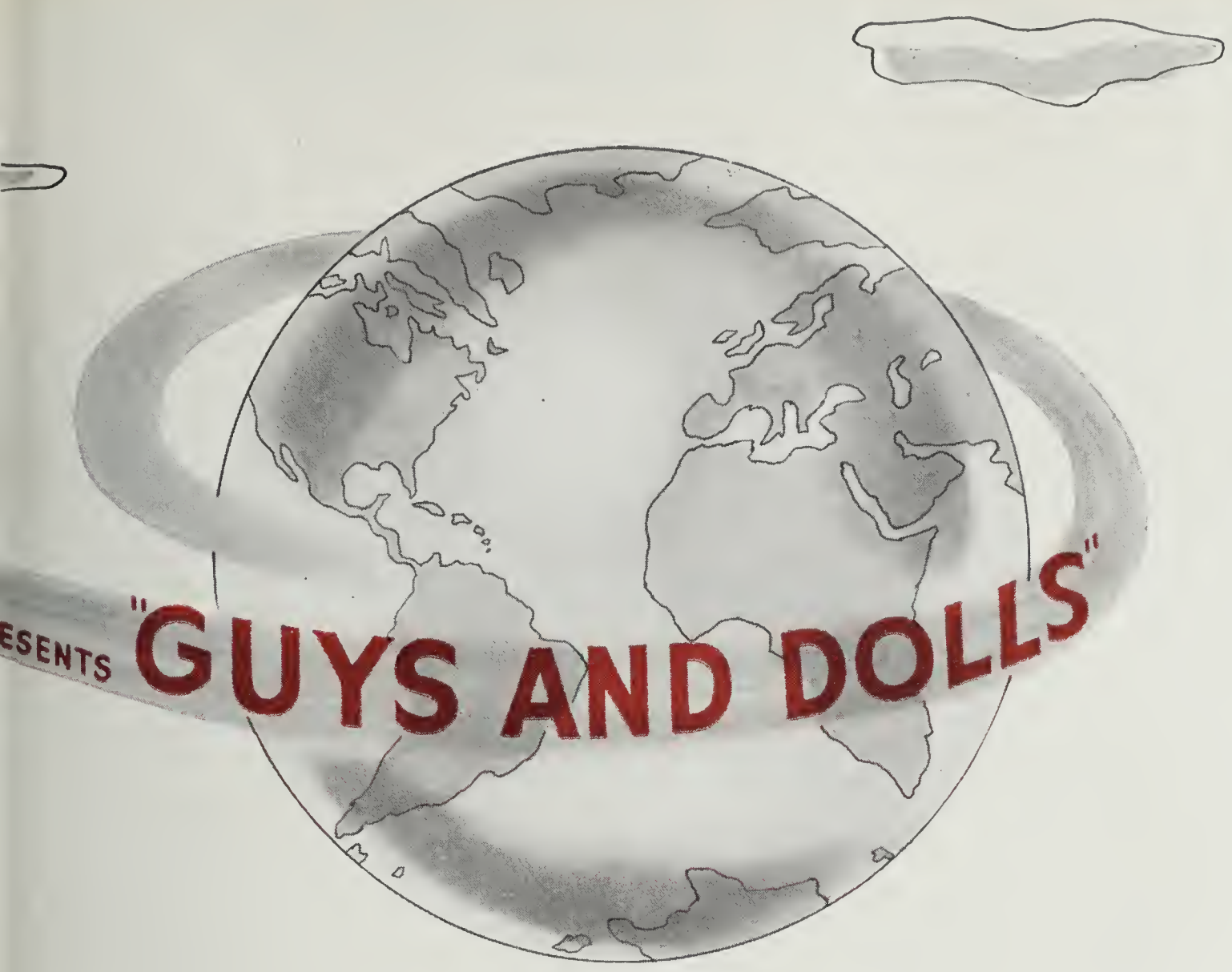
ARGENTINA: Buenos Aires • Bahia Blanca • Cordoba • Mendoza • Rosario • Santa Fe • AUSTRALIA: Sydney • Adelaide Melbourne • Brisbane • Perth • NEW ZEALAND: Wellington • AUSTRIA: Vienna • BELGIUM: Brussels • BRAZIL: Rio de Janeiro • Sao Paulo • Bello Horizonte • Recife • Porto Alegre • Ribeirao Preto Salvador • Curitiba • BRITISH MALAYA: Singapore • BURMA: Rangoon • CHILE: Santiago • CHINA: (Formosa) Taipeh • COLOMBIA: Bogota • Cali • Barranquilla Medellin • CUBA: Havana • DENMARK: Copenhagen • EGYPT: Cairo • IRAQ: Baghdad • LEBANON: Beyrouth FINLAND: Helsinki • FRANCE: Paris • Bordeaux • Nantes • Toulouse • Marseille • Strasbourg • Lyon • Lille • ALGERIA: Algiers • TUNISIA: Tunis • MOROCCO: Casablanca • FRENCH INDO-CHINA: Saigon • GERMANY: Frankfurt • Berlin Munchen • Dusseldorf • Hamburg • GREAT BRITAIN: London • Liverpool • Leeds • Manchester • Newcastle on Tyne Birmingham • IRELAND: Dublin • Belfast • SCOTLAND: Glasgow • WALES: Cardiff • GREECE: Athens • HOLLAND: Amsterdam • HONG KONG: Hong Kong • INDIA: Bombay • Calcutta • New Delhi • Madras • INDONESIA: Djakarta Soerabaya • ISRAEL: Tel Aviv • ITALY: Rome • Ancona • Milan • Padua • Turin • Florence • Bologna • Naples • Bari Catania • Genoa • Trieste • Cagliari • JAPAN: Tokyo • Nogoya • Osaka • Fukuoka • Sapporo • MEXICO: Mexico City Merida • Monterrey • NORWAY: Oslo • PAKISTAN: Lahore • Dacca • PANAMA: Panama City • PERU: Lima PHILIPPINE ISLANDS: Manila • PORTUGAL: Lisbon • PUERTO RICO: San Juan • DOMINICAN REPUBLIC: Ciudad Trujillo • SOUTH AFRICA: Johannesburg • EAST AFRICA: (Kenya Colony) Nairobi • SPAIN: Barcelona • Madrid • Valencia Bilbao • Sevilla • La Coruna • Murcia • Palma Mallorca (Balearic Islands) • Santa Cruz de Tenerife and Las Palmas (Canary Islands) SWEDEN: Stockholm • SWITZERLAND: Zurich • THAILAND: Bangkok • URUGUAY: Montevideo • VENEUELA: Caracas



IMAGINE!

From the outset "GUYS AND DOLLS" was news and continues to be during filming. A few of many press breaks: 4-pages in Colliers; articles in Look and Seventeen Magazines; double-page N. Y. Sunday Times Magazine; front page Amusement Section (*above*) "Brando Sings" in N.Y. Herald Tribune and more. Just the beginning. It will be one of the most publicized pictures of all time!

AND IN M-G-M THEATRES ABROAD!

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★

SAMUEL GOLDWYN'S

"GUYS AND DOLLS"

Starring

MARLON BRANDO • JEAN SIMMONS • FRANK SINATRA • VIVIAN BLAINE

Written for the Screen and Directed by **JOSEPH L. MANKIEWICZ**

Music and Lyrics by **FRANK LOESSER** • Choreography by **MICHAEL KIDD**

In CINEMASCOPE and COLOR

Photographed in **EASTMAN COLOR** • Based Upon the Play, **"GUYS AND DOLLS"** • Book by **JO SWERLING** and **ABE BURROWS** • From A **DAMON RUNYON** Story • Produced on the Stage by **CY FEUER** and **ERNEST H. MARTIN**

Distributed by **M-G-M**

THE SUN NEVER SE

IT'S WOR

20,682 GLOBE-GIRDLING INST

ON CINEMASCOPE

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LATIONS AS OF APRIL 15, 1955

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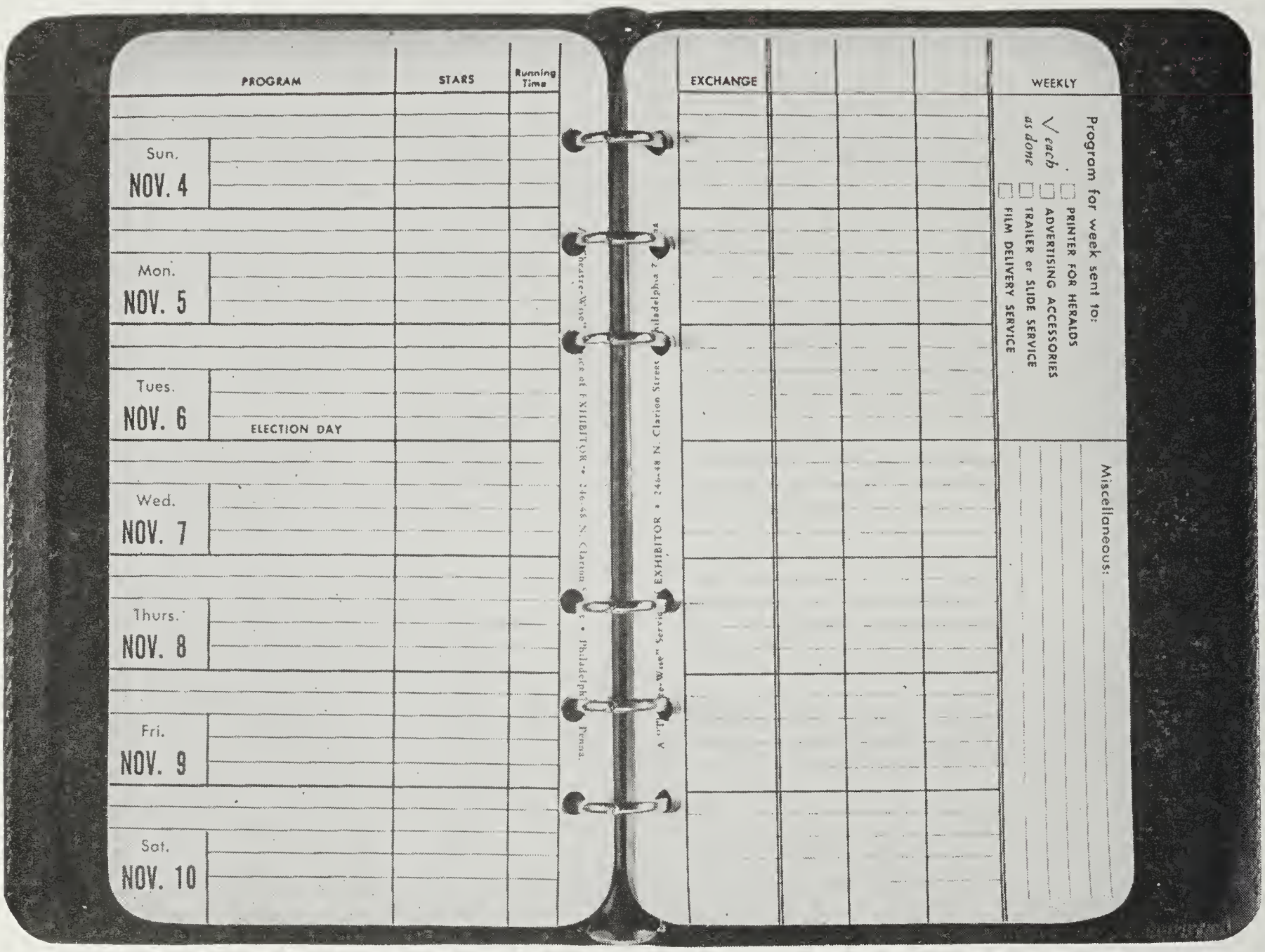

The above illustration is greatly reduced from the actual sheet size of 3¾x6¾ each. Note the flat working surface.

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(Including Postage)

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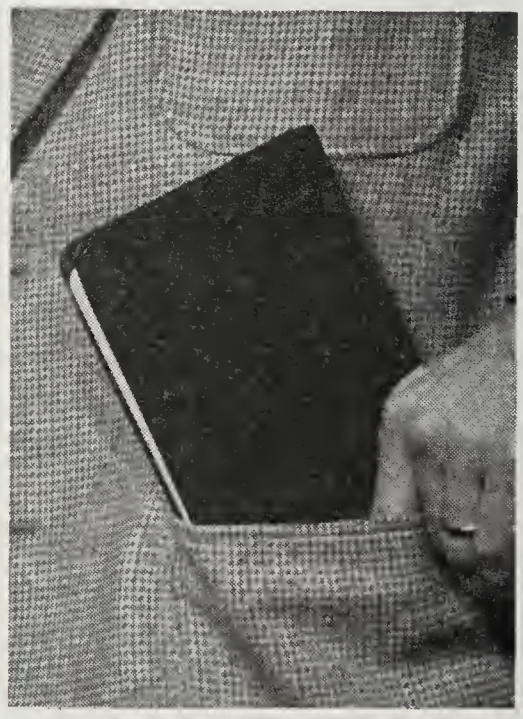
UNEXCELLED QUALITY . . . for the theatre executive who prefers a small, compact DATE BOOK



NOTE TO THEATRE SUBSCRIBERS: ***The above Forms and Binders are designed, prepared and warehoused as a PLUS-SERVICE to you, our friends. They will not be sold to anyone else at any price!***

MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

MAY 18, 1955
VOLUME 54 NUMBER 3

IN APPRECIATION OF A VALUED CO-WORKER, PARTNER, AND FRIEND

FOR OVER 25 YEARS, Herbert M. Miller gave generously of his talents as writer, critic, and journalist to the growth and development of MOTION PICTURE EXHIBITOR. Much of its present prominence and the confidence placed in it by nearly 10,000 showmen weekly stems from the principles of truth, accuracy, and fearless independence which he established. And in the meantime, he was always a cheerful, good natured, and understanding companion.

During his lingering illness of the past year, it was Herb's constant worry that he was in some way letting us down. His desire to be part of the team, and to carry his share of the load, was very much a part of the man.

On Wednesday, May 11, Herb slept peacefully away. Devoted husband, kind father, and sincere friend, he was appreciated in life just as he will be remembered in death.

And as press dates roll around in the years to come, we know that, wherever Herb is, he'll be working away —and trying to help the staff make the right decisions and read the error-free proofs that were his pride.

That is the way he would want it!

THE MAN IN THE BOOTH

WHILE MANY CHANGES have been absorbed by this industry of ours down through the past 50 years or so, there is one segment of industryites that has probably been the least fortunate because of its constant resistance to all changes.

From World War I days, and right up to the boom payrolls of World War II, the projectionists in the booths of the nation's theatres were the complete hierarchy of organized labor. Highly skilled artisans, adept at split-second accuracy, and at jockeying expensive high-speed precision equipment through hours, weeks, and years, of continuous trouble-free operation, good projectionists were important cogs in any successful theatre operation. So important, in fact, that they not only commanded the top salaries on the theatre payroll, but were able to protect the jobs of pit musicians and stage hands for years after their theatre use had been discontinued. And the list of theatres that are still carrying such useless "featherbedding" jobs on their weekly payroll is guaranteed to shock a seasoned dock worker.

As a class, the mistakes that have led to the projectionist's current relatively low pay status have all stemmed from his efforts to maintain the status quo. To resist or to fail to recognize changes.

With the advent of sound, it was pretty obvious that stage shows, organs, and pit bands would be permanently eliminated. To protect for six months or a year the men of his same union, or of a sister union, who were thrown out of work by such a change, was a commendable effort. But it never should have been decided to force the perpetuation of such "featherbed" jobs right up 'til today.

And with the advent of safety film, when it became obvious that two men in a booth, except in deluxe operation, was an unnecessary and unwarranted expense, it never should have been necessary to force the "featherbed" second man onto the theatreman's back.

From personal experience, and from talking to others, we know that most theatre executives, in this day and age of high employe salaries, are just a little embarrassed to be paying two highly skilled and respected projectionists from $50 to $70 per week each. Working evening, Saturday, Sunday, and holiday hours when other people relax, they deserve to make more. With families to support we know that some of them are even working the swing day, or their day off, at some other theatre; and while the hours aren't long, no man should work seven days a week. Even though current theatre grosses can't permit gross salary increases, there are few theatremen who wouldn't prefer to go to a one-man booth and to pay that one man $90 to $125 weekly.

You can't be happy with underpaid helpers around you. Not even when it is their own fault. And the lack of apprentices should offset the fewer jobs.

And you can't be happy with a condition that makes you carry unnecessary "featherbedding" employes when you are fighting for your economic life against unreasonable high film prices within the industry, and tough competition outside of the industry.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Herbert M. Miller, editor, MOTION PICTURE EXHIBITOR, dies in Philadelphia (page 9).

J. Don Alexander, head, Alexander Film Company, dies in Colorado Springs, Colo. (page 9).

Edward M. Claughton, co-owner, Claughton Theatres, dies in Miami, Fla. (page 17).

Distribution

Screenings of new features highlight Paramount west coast sales meeting (page 20).

U-I names Jack Diamond to succeed the late Sam Israel as studio publicity head (page 23).

Exhibition

Edward H. Rowley, Sr., is named executive vice-president, United Artists Theatre Circuit (page 8).

Financial

Republic net profit for quarter rises (page 20).

International

Increase in premiums offered by theatres brings back memories of depression days; Famous Players Canadian Corporation reveals that approval by FCC in U.S. will decide how long Canada must wait for Telemeter; Antonio Garcia named Allied Artists representative in Cuba; UA ends its international sales convention in London (page 10).

Mel Konecoff

Workers in Brotherhood campaign honored at Waldorf luncheon by industry notables; Independent Theatre Service celebrates its 10th anniversary; some kind words are said about RKO's safety short, "Devil Take Us"; and New York miscellany is attended to (pages 8 and 23).

Organizations

TOA and Allied strive to save the May 24 conference, if possible, with TOA now also considering government regulation as a last resort (page 9).

Allied's Rube Shor and Benjamin Berger blame exhibitor distress on high rentals at Rocky Mountain meeting in Denver (page 9).

Iowa-Nebraska Allied approves federal control action (page 17).

COMPO audience poll films must have PCA seal (page 20).

Variety Clubs International reelect George Hoover; New York gets '56 meet (page 20).

Production

SIMPP asks voice in formulating Production Code policy; Samuel Goldwyn, who helped found organization, resigns from it (page 17).

Technical

Anti toll-TV forces consider producing film trailer (page 21).

Edward H. Rowley, Sr., was recently elected executive vice-president, United Artists Theatre Circuit, Inc., New York City. He was formerly president, Rowley United Theatres, Inc., Dallas.

NEW YORK
By Mel Konecoff

A WEEK AGO we lost a friend. He was more than a friend for he was also our boss, but this relationship never interfered with our friendship.

KONECOFF

He always stood ready to offer counsel and advice and his experience in the business and with human beings made it worthwhile to listen. In all his dealings, he never lost sight of the human being concerned and that in itself was something rare.

His sense of humor was quick and witty. He had an outstanding sense of fairness, never hurting if he could help and always helping when things hurt.

He was a fine man, this Herb Miller, and we shall sincerely and deeply miss him.

HONOR AND REWARD DEPARTMENT: Theatremen had a chance to do an outstanding job for their community and to be rewarded for it in the 1955 Brotherhood campaign.

At a luncheon at the Waldorf-Astoria last week, 35 managers of New York theatres were cited by the Motion Picture Division, National Conference, for their work in the campaign and were presented with Savings Bonds as a more concrete token of the event and their work.

Presiding in the absence of J. Robert Rubin, permanent chairman, as well as that of John Harris, 1955 chairman, was last year's drive head, Emanuel Frisch, who hailed the campaign and the results as the best to date.

Frisch revealed that the industry as a whole raised $115,000 nationally, of which exhibition contributed $52,000, with $27,400 being raised in the New York Area alone and records broken all the way down the line. Frisch had words of praise for the work of Harris on a national level, for William Heineman as distributor chairman, and for Spyros S. Skouras on a local level.

Skouras paid tribute to the fine work accomplished by other exhibitors, including Sol Schwartz, Harry Mandel, Frisch, Gene Picker, and Charles Smakwitz, who oversaw participation by their circuits. As for his own circuit, he issued unique instructions to his managers which said that if their collections were not up to quota then they would have to make up the difference out of their own pockets which is why so many of them won Savings Bonds.

Aboard the dais were Gerald Shea, Smakwitz, Sam Rinzler, Skouras, John O'Connor, Adolph Schimmel, Russell Downing, and Gene Picker. Two managers received the top awards of $150 savings bond, Irving Gold, Proctor's 86th Street, and John Boxer, Academy.

Eleven received $100 bonds, Herb Bonis, Palace; Jules Daniels, Stanley Warner; Leon Kelmer, Albee; Arthur Koch, New Rochelle; Alexander Pluchos, Keith's White Plains; Clayton Pruitt, Coliseum; Jack Reis, Royal; Morris Rochelie, Strand; Anthony Rosato, Playhouse; Montague Salmon, Rivoli; and Louis G. Santeramo, State.

Twenty-two received $50 bonds, Al Arnstein, Proctor's 58th Street; James Coumatis, David Marcus; Harry Davey,

(Continued on page 23)

BROADWAY GROSSES

(As of this Monday)

"Prodigal" Opens Strong

NEW YORK—The late spring doldrums hit Broadway houses over the weekend, with only the Paramount, Capitol, Roxy, and Music Hall turning in acceptable grosses.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Strategic Air Command" (Paramount). Paramount dropped to $50,000 for the fourth week.

"Daddy Long Legs" (20th-Fox). Roxy reported $28,036 for Friday, Saturday, and Sunday, with the second week down to an expected $50,000.

"Interrupted Melody" (MGM). Radio City Music Hall, with stage show, announced $85,000 for Thursday through Sunday, with the second session anticipated at $127,000.

"Run For Cover" (Paramount). Criterion expected the third week to hit $13,000.

"Revenge Of The Creature" (U-I). Globe hoped for a $10,000 opening week.

"Violent Saturday" (20th-Fox). Mayfair opened to a $21,000 week.

"East Of Eden" (Warners). Astor did $18,000 on the 10th week.

"The End Of The Affair" (Columbia). Victoria was heading toward $11,000 on the third week.

"The Prodigal" (MGM). Capitol anticipated the opening week to tally $50,000.

"Blackboard Jungle" (MGM). Loew's State dropped to $15,000 on the ninth week.

TOA, Allied Strive To Save May 24 Confab

Shor, Berger, Blame Distress On Rentals

DENVER—At the one-day convention last week of the Allied Rocky Mountain Independent Theatres Rube Shor, National Allied president, and Benjamin Berger, North Central Allied head, urged members to take an active part in Allied affairs and to work to bring other exhibitors in. RMIT president Neil Beezley called attention to the problem of toll-TV, and stressed the urgency to dispatch letters to Congress and the Federal Communications Commission opposing the acceptance of the subscription plan.

Shor and Berger enumerated some of the problems of independent exhibitors in the industry, and Berger blamed most of them on high film rentals. The convention supported the call for an industry round table with distributor presidents and a joint committee from Allied and the Theatre Owners of America to discuss rentals as well as other trade practices. It also went on record as opposed to pay-as-you-see television.

Directors named included, for Colorado: Beezley, Fred Hall, Gus Ibold, Joe Ashby, Fred Anderson, Lloyd Greve, C. L. McLaughlin, Don Monson, James Peterson, J. K. Powell, W. A. Wimon, and Tom Smiley; for Nebraska: Marie Goodhand, Robert Kehr, F. E. Rider, and Dorrance Schmidt; Burl Lingle and John Wood for New Mexico; and Richard Bennett and Lloyd Kerby for Wyoming.

AA Stock Plan Mulled

NEW YORK—George D. Burrows, executive vice-president and treasurer, Allied Artists, revealed last fortnight that the company's directors will seek stockholders' approval to give AA executives and key employes the right of stock purchase at current market rates. He said that the board plans to advance its proposal at the annual meeting in November, or possibly, at a special stockholder meeting which might be called earlier.

The AA releasing schedule for 1955 of 35 pictures may be augmented by films from other independent and foreign producers, Burrows stated, adding that Harold J. Mirisch, executive producer, recently left for Europe to consider such arrangements.

Some of the $25,000,000 Allied Artists plans to invest in production of 37 or 38 pictures during a 12 to 18 month period is currently tied up in the William Wyler and John Huston productions which AA will distribute, Burrows commented.

J. Don Alexander Dies

COLORADO SPRINGS, COLO.—President J. Don Alexander, 70, Alexander Film Company, died last week of a heart ailment. Alexander, who started in screen advertising in Keokuk, Iowa, came to Colorado Springs in 1928 after living in Spokane and Englewood, Colo. He is survived by his wife and two sons, Don, Jr. and John, both officials of the film company.

MPE Mourns Death Of H. M. Miller, Editor

PHILADELPHIA—Herbert M. Miller, 48, editor, MOTION PICTURE EXHIBITOR, and other Jay Emanuel publications for the past 25 years, died on May 11 in Einstein Medical Center, Southern Division, after a lingering illness.

Miller, born in Norwalk, Conn., July 24, 1906, graduated from Syracuse University in 1926. He was a member of Variety Club, Tent 13, and Motion Picture Associates, as well as the Motion Picture Pioneers.

He is survived by his wife, Mildred; one son, Bruce; and his brother, Leo, who has an advertising agency in Bridgeport, Conn., and for many years had been associated with The Bridgeport Herald.

The funeral was held on May 13 at Joseph Levine and Sons Funeral Parlors, 1512 N. Broad Street, Philadelphia, at 11 a.m., with interment in Mt. Sinai Cemetery.

Legion Condemns "Sinbad"

NEW YORK—The National Legion of Decency announced last week that it had placed the Howard Hughes-RKO picture, "Son Of Sinbad," in its "C" or Condemned classification for the following reason, "This film, in its character and treatment, is a serious affront to Christian and traditional standards of morality and decency because of its blatant and continuing violation of the virtue of purity. Throughout, it contains grossly salacious dances and indecent costuming. This picture is a challenge to decent standards of theatrical entertainment."

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Feature Reviews—"5 Against The House" (Columbia); "Prize Of Gold" (Columbia); "Moonfleet" (MGM); "Hell's Island" (Paramount); "Bringing Up Baby" (RKO); "I Remember Mama" (RKO); "A Day To Remember" (Republic); "Santa Fe Passage" (Republic); "Angela" (20th-Fox); "Daddy Long Legs" (20th-Fox); "Robber's Roost" (UA); "The Tiger And The Flame" (UA); "The Shrike" (U-I); "The Sea Chase" (Warners); "Tall Man Riding" (Warners); "Chance Meeting" (Pacemaker); "Front Page Story" (Associated Arstists); "Three Cases Of Murder" (Associated Artists); "To Paris With Love" (Continental); "Heartbreak Ridge" (Tudor); "Naughty New Orleans" (Union).

Deny Plans To Discuss Individual Sales Policies; Starr Now "Open Minded" About Government Regulation

NEW YORK—Alfred Starr, executive committee chairman, Theatre Owners of America, said at an industry press conference last week that TOA's joint bid with National Allied to film company heads for a round-table conference did not contemplate discussion of individual company sales policy, and that apprehension was unwarranted on the part of film executives that vituperation would be directed at them. The conference to discuss film rentals and other trade practices, scheduled for May 24 in New York, would, Starr said, be conducted in a high legal tone, and take place whether the major distributors attended or not.

The TOA-National Allied spokesman emphasized that the exhibitors have "no alternative to the round-table," and that it is essential the entire industry, exhibitors and distributors alike, "face up squarely" to the decline in film attendance, which he claimed has been especially noticeable since March 1, and to explore methods of reversing the trend.

Subsequently, Rube Shor, National Allied head, and E. D. Martin, TOA president, co-signed telegrams to Nicholas M. Schenck, Loew's MGM; Barney Balaban, Paramount; Spyros P. Skouras, 20th-Fox; James R. Grainger, RKO; and Milton Rackmil, U-I, urging them as heads of their respective companies to reconsider their negative decisions about the proposed meeting, and echoing Starr's assertions about the agenda for the conference, adding that an intelligent, free, and sincere discussion of producer-distributor-customer relations was the accepted procedure in American business when the customer was in need. The telegrams requested reply by wire, and the company presidents were reported studying the situation. It was evident, however, that the odds were not in favor of the majors changing their stand.

Starr announced that he is now "open-minded" about government regulation of the industry and hinted that TOA members might be forced to drastic action because of the "swelling chorus of complaints about bad business." Despite the delay in completing a system of arbitration, Starr's confidence in that method has not been shaken. But it was pointed out by TOA counsel Herman M. Levy that the next move in arbitration negotiations is up to the distributors. Starr announced the next arbitration discussion would consider the recent proposal by Al Lichtman, vice-president, 20th-Fox, to arbitrate film rentals up to $50, which the TOA executive called "a step in the right direction."

Commenting on the fight against toll-TV, Starr said the fund raised for the campaign to date is "infinitestimal, but adequate . . . we have revised our needs downward." Less than the $150,000 sought originally has been raised.

The International Scene.....

Canada

Premiums Are Popular As Attendance Getters

TORONTO—Theatres in this country have taken on what may be described, ironically enough during a prosperity period, as a hard times look. Some 25 to 30 per cent of the 35mm. theatres are giving away premiums to promote business in the face of competition from TV.

And, peculiarly enough, while TV does everything possible to give the best in entertainment to merchandise its goods, theatres do their best to find better goods. One observer opines, "Might be wiser to sell entertainment."

It is estimated that there are more theatres giving away premiums these days than there were during the depression days of the early thirties.

Theatres are giving away premiums, while others are combining both premiums and contests. Some 300 situations are tied to Foto-Nite, the only cash-prize idea that has legal status in Canada.

Inquiry reveals that premiums have crept into types of situations in which they were unknown even during the depression. Top circuit suburban situations, whose operators used to sniff at giveaways and contests, are now offering them.

In some areas of the country, premiums have never been eliminated. This is particularly true in areas of Quebec, Ontario, and Manitoba.

The giveaway idea was copied by many merchants and dealers, who got into the business because of the theatre market, and now get most of their volume from non-movie accounts. Several new supply houses came into existence in the past few years, once again through the movie market.

With theatre admission prices up, the premiums are not the draw they used to be, for patrons will not pay the high prices. Some theatres don't use dinnerware, stemware, or silverware but give away such articles are ballpoint pens, key cases, and plastic wallets. Other gimmicks used to promote attendance include "Buck a Truck," "Dollar a Car," "Children Free," and other drive-in ideas.

Canadian Comment

Canada will be without Telemeter until the Federal Communications Commission of the U.S. acts. This was recently pointed out in the 35th annual report of Famous Players Canadian Corporation by J. J. Fitzgibbons, its president. The company has Telemeter in Canada under a 25-year franchise. The final outcome of Telemeter in Canada goes further than the FCC. It depends on the Department of Transport in this country which has the final say on how it should be employed. Already Famous Players is into TV, with a half-interest in CFCM-TV, Quebec City, and CKCO-TV, Kitchener, Ont. It also controls the Canadian sale of the glass single-gun color tubes developed by the Chromatic Television Laboratories, Inc., of the U.S., which can be produced at an economic price.

John J. Glynn, vice-president, Warners International, poses with the recent "Miss Star" contest winners in Tokyo, Japan, beauty contest, held in connection with showing of Warners' "A Star Is Born" at the Takarazuka Theatre and sponsored by Warner Brothers-Toho Motion Pictures and Nippon fruit juices companies. The winner, Mitsuyo Kubo, seated, wins free trip to the Warners Burbank, Cal., studios.

Representing a replacement value of well over $500,000 is the equipment of Crawley Films, Ltd., Ottawa, which has quadrupled in size recently. The company, which for the most part produces non-theatrical films, has 100 employes, and in that number are members of four crews in various parts of the continent. There is one crew in Jamaica, two in the Arctic, and one in the Canadian west. About 40 films are in production.

CINE CHATTER: Congratulations are being extended to Dan Krendel on the occasion of his daughter Janet giving birth to a baby. Dan is Ontario District B supervisor. . . . It's official now, the Tivoli, Toronto, a Famous Players unit, is to undergo renovations beginning May 28. This has long been in the rumor stage, but it came out when the staff was recently given notice. . . . Stew McQuay is new branch manager, J. Arthur Rank Film Distributors (Canada), Ltd., replacing Phil Geller. McQuay joined JARO nine years ago in Calgary and has had wide experience as a salesman handling both 16 and 35mm. films. . . . I. Shapero was appointed Toronto branch manager of Allied Artists Pictures of Canada. Orville Fruitman, previously a salesman for Empire-Universal Films, takes Shapero's place on the road. . . . The 618-seat North, North Bay, was opened by P. Adduono and O. Hill, while the 250-seat Community, Kelliher, Sask., was opened by G. Grayba and F. Paluschuk, and eight drive-ins are now in the planning stage. . . . Net profits of Eastern Theatres, Ltd., which operates the Imperial, Toronto, increased slightly to $105,557 or $3.60 a share in 1954, as compared with $103,485 or $3.23 a share in 1953. Working capital was down to $184,575 from $186,806 the year previous. . . . Well-known exhibitor Francis (Frank) Audas, 60, owner, Gem, Parrsboro, N.S., died in the hospital in Amherst, following a heart attack. After 25 years with the F. G. Spencer Company, Audas bought the Parrsboro house in 1947. . . . Ronnie Taylor, formerly of Twentieth Century Theatres, has joined Audio Pictures. . . . Peter Lawrason is now managing the Mohawk, and Al Sandlos, the Stoney Creek, for the Skyways Drive-In Company, both operations near Hamilton.

—HARRY ALLEN, JR.

UA Appoints Two; Steps Up Production

LONDON—United Artists' international sales convention that set sales and promotion plans for the company's record product lineup ended last week with Arnold M. Picker, vice-president in charge of foreign distribution, announcing the appointments of Mo Rothman as continental sales manager, and Dave Bickler as sales manager in Great Britain.

Rothman, who will make his headquarters in Paris, joined United Artists in October, 1952, as assistant to Charles Smadja, vice-president in charge of European production, when the latter was continental manager.

Bickler, whose headquarters will be in London, started with United Artists 14 years ago as a salesman in the Liverpool branch and became, successively, branch manager, branch supervisor, and sales supervisor.

Max E. Youngstein, vice-president, announced UA will step up its independent film production for the next three years from 90 to 98 pictures.

The company plans to make pictures in every major European country during this period, reported Smadja. In some cases it is planned to produce films in both English and foreign language versions, and some of them will be coproduced under projected agreements with foreign organizations.

Discussing UA's policy of investing or guaranteeing from 90 to 100 per cent of production cost, Youngstein also said that most of UA film rental revenues for the coming year will be used to finance new productions. Investment in film production, he added, was decided upon two years ago in order to compete with the top organizations in the industry, and that the company's ability to continue the noteworthy expansion of the past years is in direct ratio to the success of its current product in the world market.

Australia

The engagement is announced of Virginia Fuller, youngest daughter of Mr. and Mrs. Ben Fuller, Elizabeth Bay, Australia, to Dale Turnbull, only son of Mr. and Mrs. Ernest Turnbull, Darling Point, Australia. Ernest Turnbull is supervisor of 20th-Fox's interests in Australia and managing director, Hoyts Theatres, Ltd., Australia.

Cuba

Antonio Garcia has been appointed Allied Artists' representative in Cuba, succeeding A. J. Pedrinan, resigned. Garcia will serve as liaison with Cinematografica Pelimex, S.A., formerly known as Continental Films, S.A.

this

SUMMER...

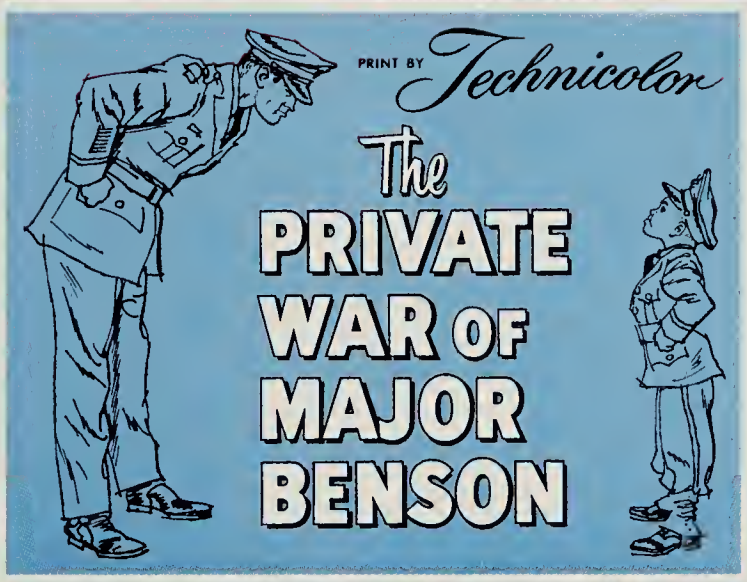
as every season...
every month...
the pictures from

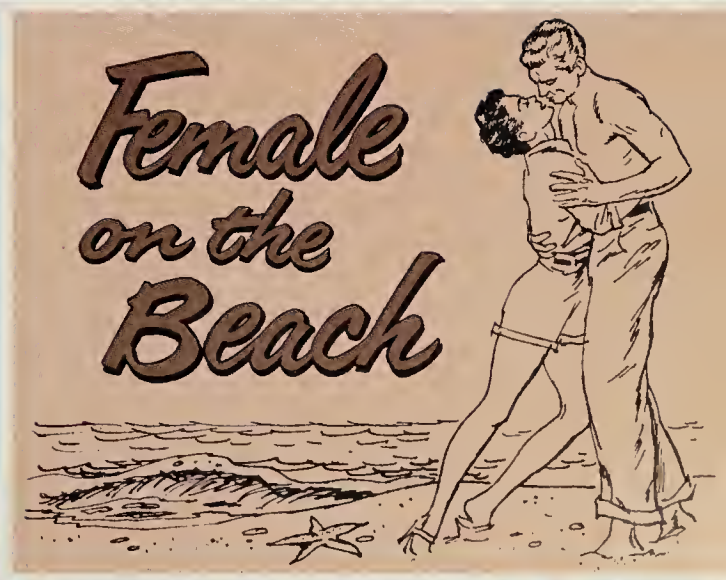
UNIVERSAL

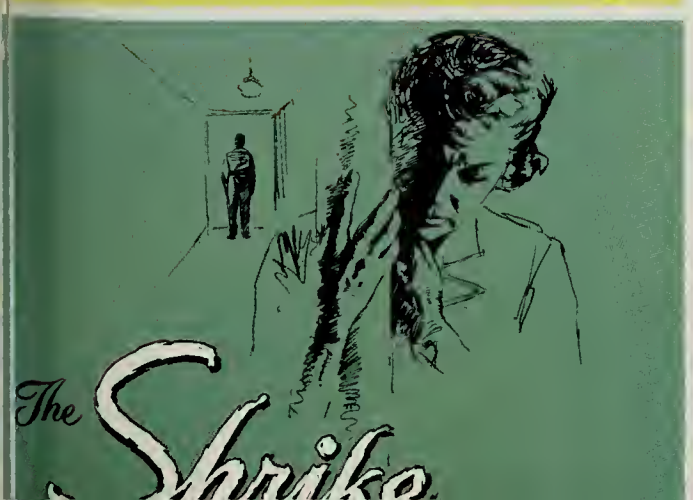
speak for themselves...
where they count the
most.....at your

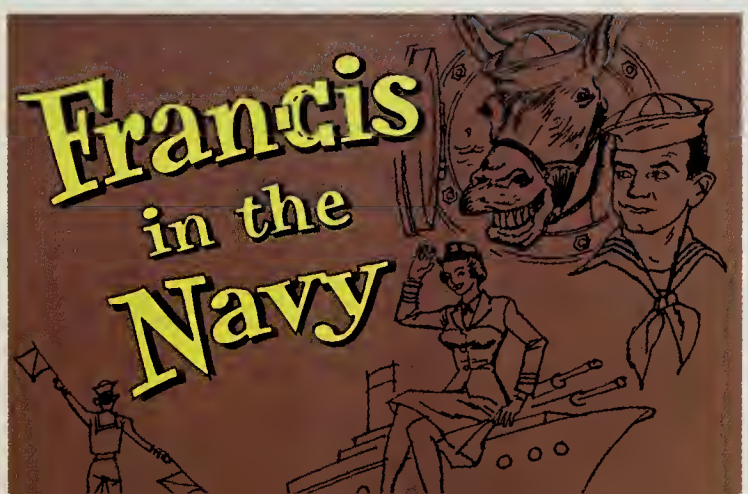
BOX-OFFICE!

Universal International









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2½ YEARS IN THE MAKING!

THIS ISLAND EARTH

STARRING

JEFF MORROW
FAITH DOMERGUE
REX REASON

COLOR BY Technicolor

Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND

Jane's got Jeff

...living every passionate page of Anya Seton's Best Seller!

JANE RUSSELL
JEFF CHANDLER

FOXFIRE

COLOR BY Technicolor

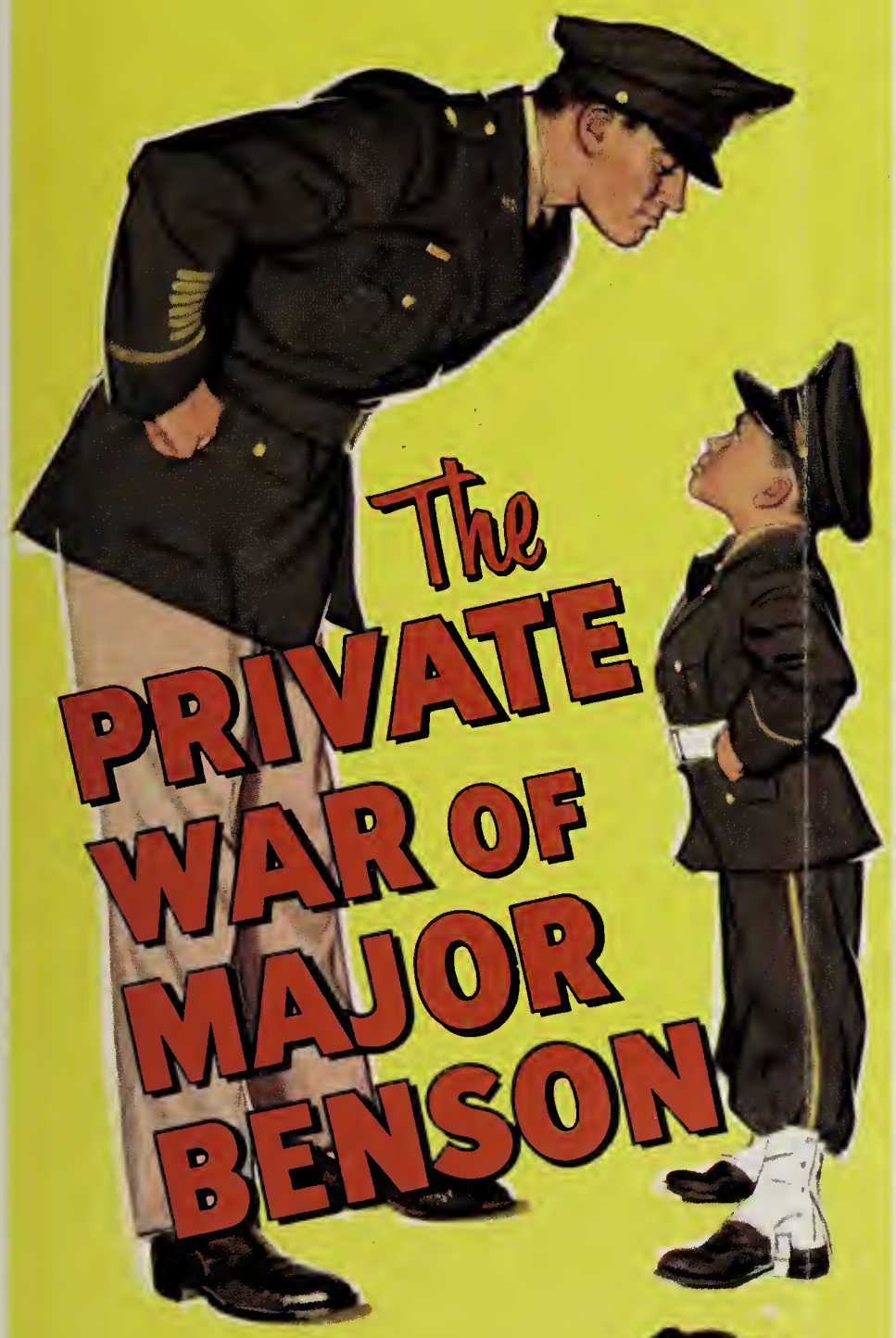
CO-STARRING

DAN DURYEA

WITH MARA CORDAY • BARTON MacLANE

Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG

CHARLTON HESTON
JULIE ADAMS



The PRIVATE WAR OF MAJOR BENSON

PRINT BY *Technicolor*

WITH

WILLIAM DEMAREST · TIM CONSIDINE · SAL MINEO
NANA BRYANT · MILBURN STONE · MARY FIELD
AND INTRODUCING TIM HOVEY

Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS
Directed by JERRY HOPPER · Produced by HOWARD PINE

ANNE BAXTER
ROCK HUDSON
JULIE ADAMS

One Desire

PRINT BY *Technicolor*

WITH CARL BENTON REID · NATALIE WOOD

Screenplay by LAWRENCE ROMAN and ROBERT BLEES
Directed by JERRY HOPPER · Produced by ROSS HUNTER

TURN PAGE

AIN'T MISBEHAVIN'

SPARKLING NEW HIT SONGS!

PRINT BY *Technicolor*

STARRING **RORY CALHOUN**
PIPER LAURIE
JACK CARSON
MAMIE Van DOREN

with **REGINALD GARDINER • BARBARA BRITTON**

Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN

Directed by EDWARD BUZZELL • Produced by SAMUEL MARX

TONY CURTIS
COLLEEN MILLER

CINEMASCOPE

The Purple Mask

PRINT BY *Technicolor*

CO-STARRING

GENE BARRY • DAN O'HERLIHY
ANGELA LANSBURY

WITH **GEORGE DOLENZ • JOHN HOYT**

Screenplay by OSCAR BRODNEY • Directed by BRUCE HUMBERSTONE

Produced by HOWARD CHRISTIE

DONALD O'CONNOR
MARTHA HYER

Francis IN THE NAVY

WITH

RICHARD ERDMAN • JIM BACKUS • MYRNA HANSEN
LEIGH SNOWDEN and *Francis* The Talking Mule

Story and Screenplay by DEVERY FREEMAN • Directed by ARTHUR LUBIN

Produced by STANLEY RUBIN • Based on the character "FRANCIS" created by DAVID STERN

JOAN CRAWFORD
JEFF CHANDLER

Female on the Beach

CO-STARRING **JAN STERLING**

WITH **CECIL KELLAWAY • CHARLES DRAKE**

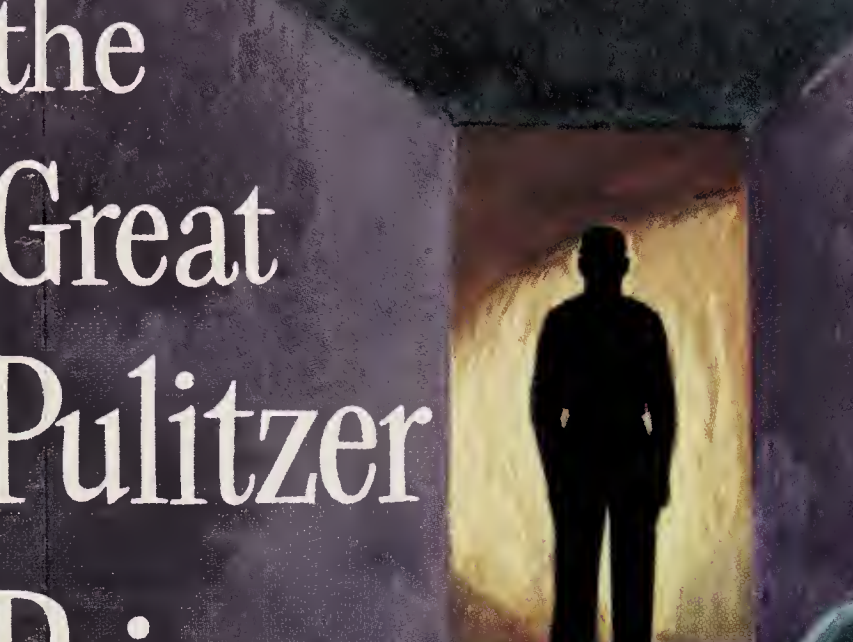
Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS

Directed by JOSEPH PEVNEY • Produced by ALBERT ZUGSMITH

Universal-International presents

JOSÉ FERRER · JUNE ALLYSON

in the Great Pulitzer Prize Drama...



Every shocking moment, every intimate scene brought to the screen!

The Shrike

with JOY PAGE · KENDALL CLARK · ISABEL BONNER

Directed by JOSÉ FERRER · Screenplay by KETTI FRINGS · Based on the play by JOSEPH KRAMM · Produced by AARON ROSENBERG

Iowa-Nebraska Allied Okeh Federal Control

DES MOINES — Iowa-Nebraska Allied members adopted a federal control resolution at the annual convention after hearing two national Allied officers report that virtually all other avenues of seeking relief had been exhausted.

Abram F. Myers and Rube Shor, National Allied, both pointed out that federal control seemed to be the only relief for the small independent exhibitors. Myers in particular reported that a large number of film company presidents had sent telegrams declining the May 24 meeting in New York with Allied and TOA and this left no alternative but Congressional action for federal control.

The Iowa-Nebraska operators in adopting their resolution appealed to the film company presidents to reconsider their decision on the May 24 meeting and added that if they refuse to attend they pledged their support to the National Allied officers to take whatever measures they may see fit to take, including support of a bill in Congress to regulate film rentals.

The members attending the convention expressed their feeling that they were opposed to federal control but to "relieve the present intolerable conditions" no other way presented itself.

Myers pointed out that only nine feature pictures would be released during May and that out of the nine, one was of doubtful value and another would not be made available for general release due to the peculiar manner in which it was being handled.

Myers referred to the film companies as "drunk with power" and "waxing in the fat" and having taken the attitude they do not need the small exhibitor.

The exhibitors also adopted a resolution urging the national distributors to release more boxoffice attractions during the spring and summer months since this period now constitutes the peak period for theatre attendance.

Shor in his address charged that the exhibitor had lost the tax dollar when the admission tax was cut and that the film companies had taken it away from them. Shor declared that the only way the exhibitors could get it back would be through federal regulations.

Myers spoke out against pay-as-you-see television and urged the exhibitors to send in letters to the FCC and pointed out that he felt public hearings would be held on the matter.

Al Myrick, Lake Park, was reelected as president of the association, and Leo Wolcott, Eldora, was renamed as chairman of the board.

Suit Dismissal Sought

CHICAGO—A request has been filed in Judge William Steckler's court in Indianapolis by attorneys Seymour Simon and Sheldon Collen for Alliance Theatre Circuit to dismiss the Government action against the pooling agreement between Fourth Avenue Amusement Corporation and Alliance Amusement Company, in Terre Haute, Indiana, territory. The pooling arrangement, according to S. J. Gregory, vice-president of Alliance, was terminated on March 26, 1955.

SIMPP Asks Voice In Making Code Policy; Declares War On Violence

Goldwyn Leaves SIMPP; Helped Found Organization

HOLLYWOOD—In a prepared statement last week, producer Samuel Goldwyn revealed that he resigned last Feb. 8 from the Society of Independent Motion Picture Producers, of which he was one of the founders.

In his surprise move, Goldwyn explained that he felt there was no longer a useful purpose to be served belonging to the Society, since many of the independent producers who formed the backbone of SIMPP originally were now being financed by major companies, resulting in a limited scope for the group's activities. He emphasized, however, that SIMPP served an excellent cause well for many years.

Agnew Report Rejected

WASHINGTON—It was learned last week that the report submitted by film executive Neil Agnew and 10 other motion picture and photography experts directed by Eric Johnston, MPAA president, at the request of the secretaries of the Army, Navy, and Air Force, suggesting ways the three services could reduce their film expenses, has been rejected.

The civilian committee pointed out methods to save $17,000,000 annually after a five-month study of the problem at 75 installations across the country. The details of the Agnew report have not been made public, but it is understood that the experts advised a considerable saving could be made by using industry facilities for a percentage of motion picture production, and that it recommended the establishment of an inter-service photographic board with authority over plans and programs of the separate departments.

After studying the report for nearly a year, and compiling individual reports and analyses, the three branches of the Defense Department reported that they were in complete disagreement with the Agnew findings and can find no place where they can cut their motion picture and photographic program to save any money at all. In effect, "the services are challenging the report," a spokesman said.

Dodgers TV Plans Rapped

NEW YORK—Co-chairmen Trueman T. Rembusch and Alfred Starr of Organizations for Free-TV last fortnight issued a statement charging that President Walter O'Malley, of the Brooklyn Dodgers, had "torn the mask" off "the pious claims" of toll-TV adherents in his declared intention of charging 50 cents per game for TV viewing, in the event the Federal Communications Commission approves the pay-as-you-see plan. The chairmen said that it is now clear that TV programs delivering a satisfactory audience will become "the unwilling prey of the coin-box brigade," referring at the same time to the already announced toll plans of Madison Square Garden.

NEW YORK—Society of Independent Motion Picture Producers' president Ellis G. Arnall, former governor of Georgia, stated last fortnight that it is imperative SIMPP members have a say in the determining of Production Code Administration policies, in light of the current situation which finds many major distributors "stables for independent producers."

The Code, established as an arm of the MPAA, Arnall said, must be kept up to date, but he stressed that at the same time obscenity, immorality, and wrongdoing, where offensive to public morality, must be restricted as before. Violence in films, for example, is a general industry trend not restricted to production; it is an acute problem which would be more easily eliminated if the producer had a place in the PCA machinery and operation. The job would be made much easier if the industry would be more careful and discerning in the selection and treatment of material.

The SIMPP head continued that if the industry is to go on paying its share of the PCA administrative budget, it is unfair for it to be deprived a voice in the promulgation of the Code and at the same time accused of creating problems for it. He stressed that there must not be a dictator ruling what is to be produced, particularly when television is allowed free access to the homes of millions with little or no restriction on what is shown.

After conferring with Dr. Renato Gualino, managing director of Italian Films Export, representing ANICA, Arnall said that SIMPP members were pressing the Italian industry and Government for the same advantages granted the majors in a two-year deal signed by MPEA with ANICA. Gualino returned to Rome last week with these proposals drafted at the SIMPP parley: free importation of American films, a provision of the MPEA agreement but not practiced inasmuch as the majors voluntarily limit the number of pictures sent into Italy, which is not contemplated by SIMPP; right to use blocked lire funds in the same way enjoyed by the MPEA in their new agreement; right to remit the same percentage of producer earnings at the official rate of exchange as the majors. Arnall revealed that no Italian earnings have been remitted other than those from pictures distributed by major companies since September of last year. When the films are not released by majors the producers make independent deals with Italian distributors and deposit earnings in separate bank accounts, which SIMPP now seeks to tap by making an Italian agreement. He estimated that about 75 per cent of product was distributed by MPEA member companies.

Claughton Dies

MIAMI—Edward N. Claughton, 60, co-owner, Claughton Theatres, died last week of cancer after a long illness. He had come here 20 years ago from Columbus, Ga. Surviving are his widow, Lillian, two sons, and a daughter.

FRED
MacMURRAY
CHARLTON
HESTON
DONNA REED · BARBARA HALE

IN **JUNE,**

BIG SCREENS WI

HO

It's The Boxoffice Successor To That Boxoffice Bl

MOUNT FILLS
E EPIC EXCITEMENT OF . . .

IN

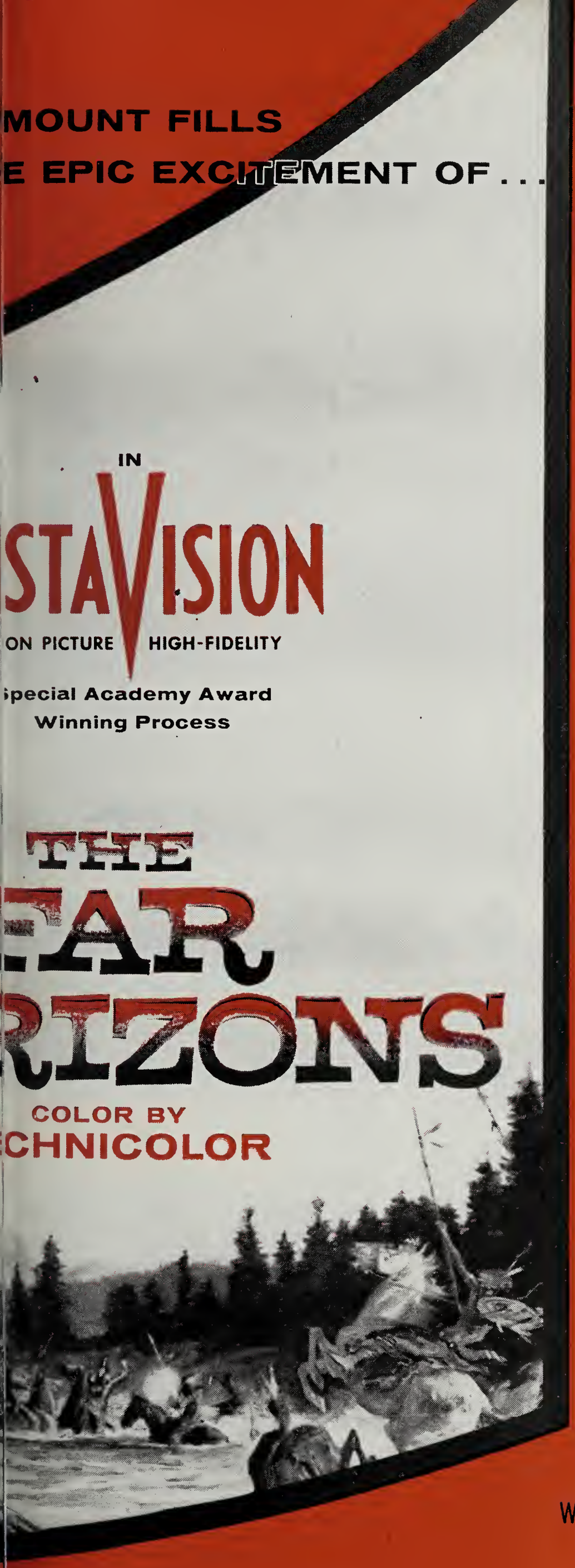
STAVISION

ON PICTURE HIGH-FIDELITY

Special Academy Award
Winning Process

THE
FAR
RIZONS

COLOR BY
TECHNICOLOR



AMERICA'S BOLDEST ADVENTURE—THE HEROIC STORY OF THE LEWIS AND CLARK EXPEDITION . . .

Surging out of history's most thrilling pages, come the trail-blazers who drove America's frontiers from the wide Missouri to the broad Pacific!

Revealing The Unforgettable Love Story Of Sacajawea, The Indian Girl Who Made It Possible . . .

. . . the story of the beautiful Shoshone who lived like a man, loved like a demon and led the way for the Expedition across the far mountains!

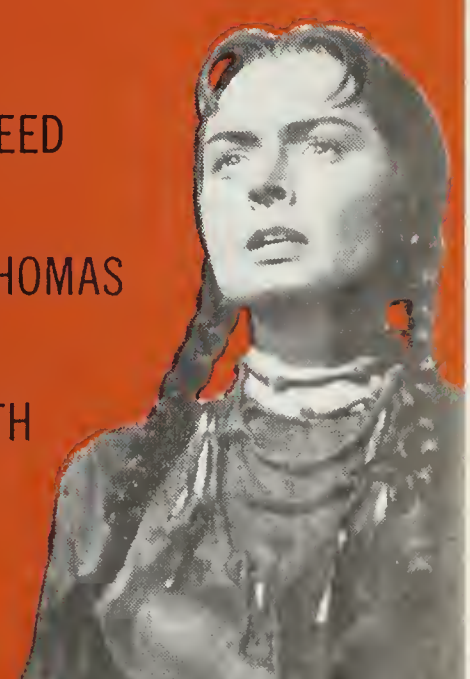
with
WILLIAM DEMAREST · ALAN REED
EDUARDO NORIEGA

Produced by
WILLIAM H. PINE and WILLIAM C. THOMAS

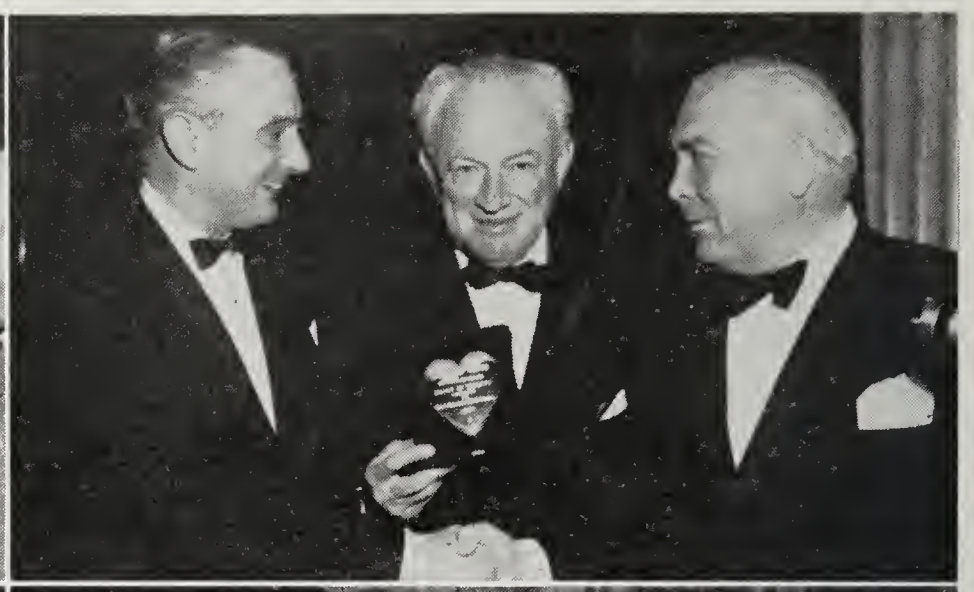
Directed by RUDOLPH MATÉ

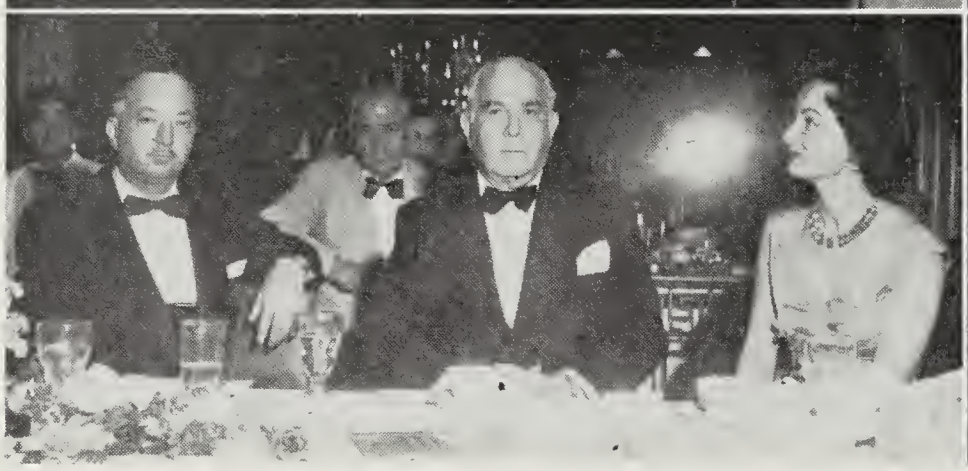
Written for the Screen by
WINSTON MILLER · EDMUND H. NORTH

From the novel "Sacajawea of the Shoshones"
by Della Gould Emmons



ter, "STRATEGIC AIR COMMAND"!





Same af the highlights af the 19th annual canvention af Variety Clubs Internatianal in Los Angeles recently were the presentatian ta Mrs. Charles P. Skauras af a special resalutian in tribute ta her late husband made at a memarial service at the Saint Sophia Greek Orthodox Cathedral, which the late Charles P. Skouras founded. Hundreds af delegates and their wives attended and in the graup surraunding Mrs. Skauras are Spyras P. Skouras, Ezra Stern, Marc Wolf, Jack Beresin, Edward Emanuel, and R. J. O'Donnell; a tribute to Sir Winston Churchill, the VCI Humanitarian Award af 1955, received by Colanel James Carreras, left, chief barker, London, England, Tent 36, from Spyras P. Skouras, right, as O'Donnell, center, holds the heart shaped award plaque; Ezra Stern, chief barker, Los Angeles Tent 25; Skouras; and Ann Blyth, Hallywaad star and official hostess at the convention; and George C. Haaver, internatianal chief barker, VCI, accepting a March af Dimes citation from Nichalas Bernard, New Yark.

Screenings Highlight Paramount Sales Meet

NEW YORK—Eight completed major productions and portions of five others, representing the greatest amount of film footage ever seen during a top-level Paramount meeting is being screened in Hollywood this week for assembled distribution and production executives at a special sales-merchandising conference. George Weltner, head of worldwide sales, presides at the meeting.

Attending from the home office are Jerry Pickman, vice-president in charge of advertising-publicity; E. K. (Ted) O'Shea, vice-president in charge of eastern U.S. distribution; Hugh Owen, vice-president in charge of western U.S. distribution; and Robert J. Rubin, administrative executive. Also attending are division managers Gordon Bradley, southern; H. Neal East, western; A. M. Kane, south central; Howard G. Minsky, mideast; John G. Moore, eastern; Bryan D. Stoner, central; and Gordon Lightstone, Canada. Sidney Deneau, assistant to O'Shea, and Al Fitter, assistant to Owen, will be among the enthusiastic home office contingent.

Pickman will preside at sessions devoted to discussions of advertising, publicity, and exploitation, with Sid Blumenstock assistant national director, assisting. Pictures on which sales and merchandising plans will be set include "The Seven Little Foys," "We're No Angels," "Ulysses," Alfred Hitchcock's "To Catch A Thief," Frederick Brisson's "The Girl Rush," and "You're Never Too Young."

Other completed films and footage are also set for screening.

Republic Net Rises

NEW YORK—For the 13 weeks ended Jan. 29, 1955, Republic and its subsidiaries reported a net profit of $833,207 before Federal tax provision, estimated Federal and normal surtax of $450,000, or a net after taxes of $383,207. This compares with a net profit of $560,937 before Federal tax provision, estimated Federal and normal surtax of $300,000, or a net after taxes of $260,937 in the previous year.

VCI Reelects Hoover; N. Y. Gets '56 Conclave

LOS ANGELES—At the concluding session last week of the annual convention of Variety Clubs International, George C. Hoover, Miami, was reelected International Chief Barker. Other officers reinstated were John H. Rowley, Dallas, first assistant chief barker; George Eby, Pittsburgh, second assistant chief barker; Edward Emanuel, Philadelphia, property master; Jack Dumestre, Atlanta, dough guy; and Judge William McGraw, Dallas, executive director. Robert Adleman, Philadelphia, was appointed international press guy.

The international group selected New York as the site of next year's convention, and London was named for the 1957 meeting. The only previous conclave outside the United States was the one in Mexico City several years ago. The barkers also passed a resolution extending sympathy to the family of the late Charles P. Skouras, one of the founders of Tent 25, Los Angeles.

Audience Poll Films Must Have PCA Seal

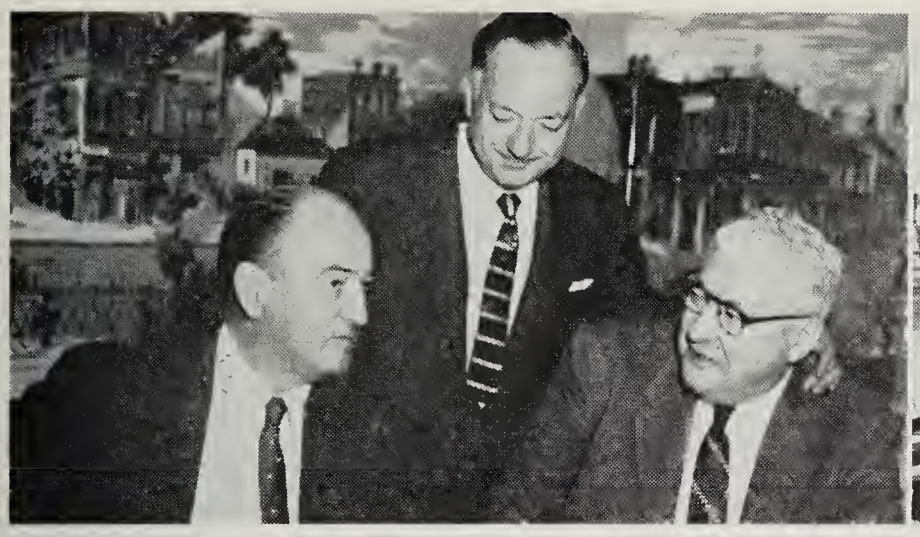
NEW YORK—To be eligible for the national audience poll conducted by COMPO later this year, all films entered must have received the Production Code administration seal, including independently produced and released films, and those made abroad, it was learned last fortnight.

The MPAA general sales managers committee, chairmaned by Morey Goldstein, Allied Artists sales head, met at association offices with Robert W. Coyne, COMPO counsel, and Charles McCarthy, information director for the Council, and was given an outline of the poll plans. Ten major companies have submitted lists of all their releases for the first nomination period, Oct. 1, 1954, through March, 1955, with each title identified with its male and female leads. The distributors will supply also the names of five male and five female leads considered by the studios to show great promise. To augment these lists, COMPO will circularize all industry distributing companies, including those handling foreign films.

COMPO plans to forward ballots to some 16,000 exhibitors by June 1. Two later nomination periods will cover April, May, and June, and July, August, and September, respectively.

Ende Moves Up

NEW YORK—Joseph Ende has been appointed controller of United Artists Corporation, the company announced last week. Formerly assistant controller, Ende has been associated with the motion picture industry since 1939.



Seen at the 19th annual convention of Variety Clubs International in Los Angeles recently were, left, left to right, George C. Hoover, Chief Barker, VCI; Ezra E. Stern, Chief Barker, Tent 25, host tent, Variety Club of Southern California; and Mark J. Wolf, International Main Guy. On the right, Hoover is seen with Ralph Staub, who has been assigned to produce a feature-length film "Heart Of Show Business," story of VCI.

Anti-Toll TV Forces Plan Making Trailer

WASHINGTON—At a joint meeting last week of exhibitors from Maryland and Washington presided over by A. Julian Brylawski, it was revealed by Marcus Cohn, the attorney for the exhibitors' committee against toll-TV, that the motion picture industry currently is producing a film trailer presenting its side of the pay-as-you-see argument. Zenith, he observed, already has filmed its affirmative side of the campaign. The exhibitors received the news warmly and approved of Faye Emerson to appear in the film, since she attained her popularity in the television medium.

Cohn and Brylawski urged the exhibitors, together with their acquaintances in and out of the industry, to start a mass letter-writing campaign to the Federal Communications Commission, which must approve the subscription plan, to help counteract the heavy volume of mail stirred up by the Zenith campaign. Cohn asserted that Zenith was relying on the massing of public opinion and that the film industry must do likewise. To date, very little has been done in this direction. He added that the FCC, while it need not be swayed by a mass of letters, cannot ignore public opinion, and he suggested letters to local newspapers as an excellent means to present the exhibitors' views. Cohn told the group that the industry's strongest ally, the National Association of Radio and Television Broadcasters, was probably stronger than either Zenith or the exhibitors.

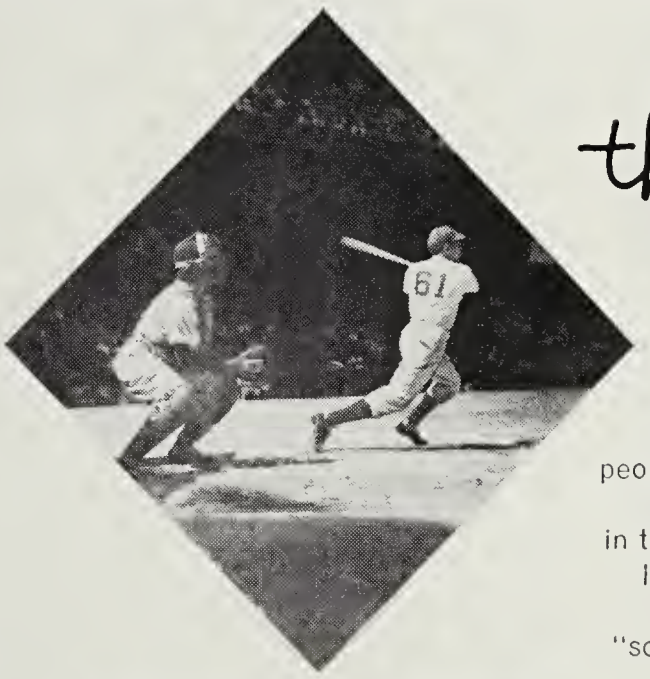
Of some 7,000 letters received to date by the FCC, those in support of toll-TV outnumber those against its approval by 25 to 1. Rep. Bolton (R., O.) last week wrote the Commission urging early authorization for several "pilot demonstrations" of toll-TV. Mrs. Bolton went on to say that information received from her constituents and other sources leads her to believe that authorization of subscription TV is in the public interest, and that the only way to reach a final decision in the case is to carry out practical demonstration at an early date.

Talent And Labor Join In Opposing Coin-Box TV

NEW YORK—In a resolution adopted last week after a month's study by a fact-finding committee representing more than 25 AFL unions, talent and labor in the theatrical industry joined hands in opposition to pay-as-you-see television.

The committee representing unions affiliated with the Central Trades and Labor Council was chairmaned by Solly Pernick, who signed the report with Milton Weintraub, secretary. The survey spotlighted the impact of the proposed subscription plan on show business and the basic American economy. The final statement, among other objections, opposed the toll programs because they would impose a financial burden on millions of workers in the lower income brackets who now enjoy free educational, informative, and entertainment programs, which would disappear from the airwaves. The resolution urged the Federal Communications Commission to reject all petitions for approval of toll-TV.

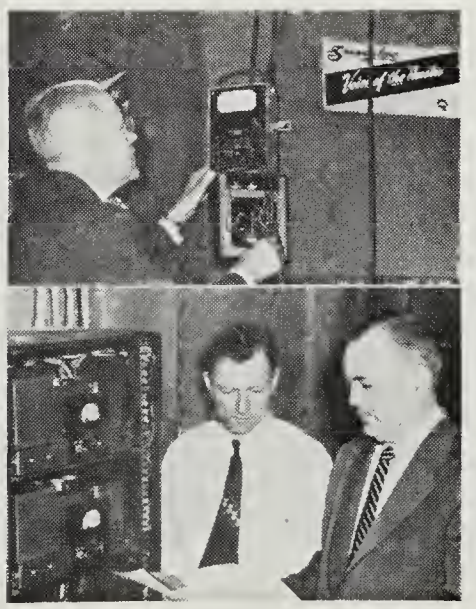
Ronald Lipman, left, age 12, and Andrew Alvarey, aged 12, youthful members of the Variety Boys Club of Los Angeles, recently prepared for the VCI convention by making miniature barkers for the delegates attending the convention at the Ambassador Hotel.



that extra "something"

A certain indefinable quality sets people, pursuits, products apart.
In the automotive world, Cadillac is in this exclusive "quality" category.
In the field of stage, screen and sports, a select few have that certain "something" that sets them aside from their fellow performers.

Thus it is with ALTEC service. Over and above its superb technical skill, its special instruments, tools and devices, its extensive research and development laboratories, ALTEC service offers that extra "something" which adds a "plus" value to every ALTEC service contract.

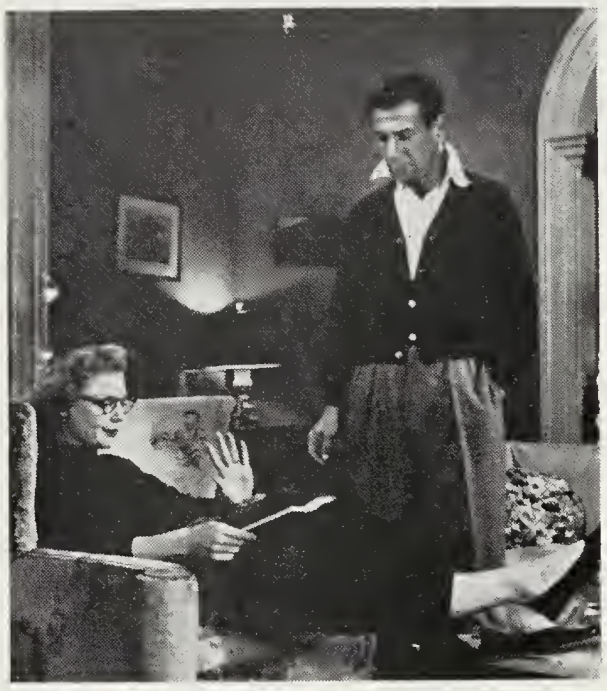


ALTEC SERVICE CORPORATION

SPECIALISTS IN MOTION PICTURE SOUND

161 Sixth Ave., New York 13, N.Y.

Some scenes from forthcoming U-I releases show Julie Adams and Charlton Heston in the Technicolor "The Private War Of Major Benson"; center, Rock Hudson and Jane Wyman in "All That Heaven Allows," in Technicolor; right, Technicolor-CinemaScope "To Hell And Back," Audie Murphy's story.



June Allyson and Jose Ferrer, "The Shrike"

Joan Crawford and Jeff Chandler, "Female On The Beach," Technicolor

U-I Executives Go To Movies

SEVERAL weeks ago, Charles J. Feldman, U-I vice-president and general sales manager, made one of his regular visits to the studios in California to see the pictures nearing completion and being "sneaked." So enthusiastic was he with what he saw that he decided to bring his entire home office sales cabinet, the company's division and district managers to the U-I studios for a three-day series of meetings so that they could see these pictures for themselves.

He felt that the sales cabinet and the sales executives should see these pictures for themselves at the earliest possible moment so that they could go back to their territories and start telling their exhibitor customers about the pictures while the company's advertising, publicity, and promotional executives set to work to reach the vast potential audiences for these pictures.

David A. Lipton, vice-president who directs advertising, publicity, and promotional forces, meanwhile came to New York with his executive assistant Clark Ramsay for a two-week series of promotional planning meetings with the company's eastern advertising, publicity, and promotion executives, including Charles Simonelli, eastern advertising and publicity department manager; Philip Gerard, eastern publicity manager; Jeff Livingston, eastern advertising manager; Herman Kass, eastern exploitation manager; Henry A. Linet, sales promotion manager; and Robert Gillham, vice-president of Cunningham and Walsh, on the promotion plans on the pictures which the sales executives were to see.

The sales executives were joined at their conference at the U-I studios by the company's top executives from New York and California, including Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production; and vice-president Lipton.

The eight pictures seen by sales executives include "To Hell And Back" in CinemaScope and Technicolor and based on the experiences of Audie Murphy, America's most decorated hero of World War II, a picture already being hailed as one of the finest and most stirring pictures ever produced by U-I; "The Private War Of Major Benson," in Technicolor starring Charlton Heston and Julie Adams; "All That Heaven Allows," in Technicolor, starring Jane Wyman and Rock Hudson; "The Second Greatest Sex," a large scale musical in CinemaScope and Technicolor, starring Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, Mamie Van Doren, Keith Andes, Kathleen Case, and Paul Gilbert; "Female On The Beach," in Technicolor, starring Joan Crawford, Jeff Chandler, and Jan Sterling; "One Desire," in Technicolor, starring Anne Baxter, Rock Hudson, and Julie Adams; "There's Always Tomorrow," a drama starring Barbara Stanwyck, Fred MacMurray, Joan Bennett, Pat Crowley, William Reynolds, and Gigi Perreau; and "The Spoilers," based on Rex Beach's classical novel in Technicolor and starring Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton, Barbara Britton, and John McIntire.

Jeff Chandler and Jane Russell in the Technicolor production, "Foxfire"; center, Anne Baxter and Rock Hudson in "One Desire," Technicolor; right, o scene from "The Second Greotest Sex," starring Bert Lahr, Jeanne Crain, George Nader, Kitty Kallen, ond Mamie Von Doren, Tech.-CinemaScope.

In The Newsreels

IN ALL FIVE:

Yucca Flats, Nev.: A bomb test on "Doomtown." Louisville, Ky.: "Swaps" wins the 1955 Kentucky Derby.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 40) New York City: Floor collapse in big Coliseum injures many.

NEWS OF THE DAY (Vol. XXVI, No. 274) New York City: Floor collapse in big Coliseum injures many.

PARAMOUNT NEWS (No. 77) New York City: Floor collapse in big Coliseum injures many.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 672) See in all five.

WARNER PATHE NEWS (Vol. 26, No. 79) See in all five.

IN ALL FIVE:

Saigon: Civil strife ends. Chicago: Ex-Siamese twins in separate bows.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 39) Washington: President Eisenhower says all children will get polio vaccine. France: Saar agreement signed in Paris. Italy: Workers visit Pope. New York: Vyvyan Donner's cotton fashions.

NEWS OF THE DAY (Vol. XXVI, No. 273) Austria: SHAPE treaty. Ecuador: Banana bumper crop. Washington: President Eisenhower tells newsmen about his wife's health. Italy: Crash mars auto classic. Germany: Cossack riders display skill at Hamburg.

PARAMOUNT NEWS (No. 76) Austria: SHAPE treaty. Germany: French Foreign Minister Pinay meets with Chancellor Adenauer in Bonn. Italy: Workers visit Pope. New York: Dr. Salk's parents honored. France: Female jockeys.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 671) Austria: SHAPE treaty. Washington: President Eisenhower confers award on Thailand's Premier; meets Governors of 45 states; signs world's first international atoms for peace treaty with Turkey; greets America's Mother of the Year; opens National Hearing Week. Holland: King and Queen of Sweden pay state visit. Italy: Workers visit Pope. France: Dali paints surrealist rhinoceros.

WARNER PATHE NEWS (Vol. 26, No. 78) Austria: SHAPE treaty. France: Saar agreement signed in Paris. Germany: Berlin statue hails women cleaning ruins. Africa: Archbishop of Canterbury at Victoria Falls. New York: Dr. Salk's parents honored. Ecuador: Banana bumper crop. Italy: Crash mars auto classic.

U-I Ups Diamond

NEW YORK—Jack Diamond, who served as assistant to the late Sam Israel, was named last week to succeed him as studio publicity director, Universal-International. The appointment was announced by David A. Lipton, vice-president, in keeping with the studio's policy of promotion from within the ranks.

Diamond joined U-I in 1949 after a long career in journalism and film and entertainment publicity. He was a reporter and feature writer from The Chicago Daily News and the United Press prior to his entrance in public relations. Diamond came to Hollywood from New York in 1943 and worked for six years in Warners' publicity department.

This Was The Week When.....

Paramount announced "The Far Horizons" for New York's Criterion on May 20. . . . Columbia revealed "The Man From Laramie" gets a four-city, four-day world premiere in Texas in mid-July. . . . Britain's young star, Michael Ray, of King Brothers' "The Boy And The Bull," was due in New York for personal appearances. . . . 20th-Fox's "Soldier Of Fortune" was set for 78 first domestic playdates in the last week of May. . . . United Artists disclosed average weekly billings of $687,500 and an aggregate of $17,876,000, during the Benjamin Drive. . . . DCA said it would send "I Am A Camera" on pre-release engagements in key cities where it showed big boxoffice as a play. . . . Mary Murphy started an eastern tour for advance bally on Paramount's "Hell's Island" and "The Desperate Hours." . . . Loew's International Corporation announced MGM will distribute Wolfe Brothers' "Not For The Money," starring Bob Hope and Katharine Hepburn. . . . Fine Arts set up dual U.S. premieres at New York's Beekman and Art of "No Way Back" and "Midnight Episode."

United Artists acquired world distribution rights to films of the heavyweight title bout between Marciano and Cockell. . . . Arne Sucksdorff's "The Great Adventure," Cannes Festival prize winner last year, was to bow in New York's Paris. . . . Allied Artists' directors declared a dividend of 13¾ cents on cumulative convertible preferred stock, payable June 15 to holders of record June 3. . . . 20th-Fox's "The Adventures Of Sadie" was headed for its American premiere at New York's Trans-Lux Normandie. . . . President Spyros P. Skouras was named honorary chairman of the fund-raising drive underway at New York Medical College, Flower Fifth Avenue Hospital. . . . Warners set May 23 for trade showings of "Mr. Roberts" in 32 exchange centers. . . . RKO sent advice to exhibitors on how to exploit their highly praised short on traffic safety, "The Devil Take Us."

Konecoff

(*Continued from page 8*)

Ridgewood; Frank Di Gennero, Merrick; Nathan Faggen, Rivoli; Harold Graff, Premier; Robert Kippel, Pelham; Harry Klein, Liberty; John Lorenz, Pascack; Edward Molteni, Capitol; Melvin Rheinfeld, Tilyou; Ted Rodis, Astoria; Martin Rosen, Fordham; Thomas Scholl, Canarsie; Irving Schwartz, Crotona; Lawrence Shain, Park Plaza; Bernie Silverman, Branford; Fred Smith, Kenmore; John Stanek, Fabian; Evan Thompson, Fox; Joseph Tolve, Capitol; and Thomas H. Wright, State.

HAPPY BIRTHDAY NOTE: Independent Theatre Service, a mutually-owned buying and booking service of a group of New Jersey exhibitors, celebrated its 10th anniversary with a luncheon held last week at Toots Shor's, and it was a nice informal gathering. We maintain that anything that survives 10 years in this business deserves recognition which we are pleased to provide. We wish the members the best for the next 10 years.

Irving Dollinger, vice-president and general manager, acted as toastmaster, presenting a history of the organization, which he maintained was formed for protection against the distributors. There is a real spirit of trust and friendship among the members, with all deals, adjustments, etc., being available for all to see. He paid tribute to the leadership of president Lew Newbury over the years and presented him with a club bag as a token of the occasion after Newbury blew out the usual candles on the usual cake.

Prexy Newbury recalled some of the highlights of the decade and thanked all concerned for having made it possible.

THRILLER, CHILLER: RKO screened a short for newspaper and other press representatives called "Devil Take Us" last week at the Johnny Victor. This is a shocker and expose on the driver of today. After seeing it, you want to tear up your driver's license and turn over the car to your mother-in-law.

Following the screening, RKO sales topper Herbert Greenblatt and Sid Kramer, shorts sales manager, received an award from the Liberty Mutual Insurance Company for the fine job it does on traffic safety. It was produced, written, and directed by Herb Morgan, an expert on this type of thing, if memory serves us correctly.

See it; then, as a public service to your community, you'll play it. It'll help make your streets safer and even save lives.

THE METROPOLITAN SCENE: Customers at the Paramount are visibly impressed with the highly effective presentation on the huge screen of the short "VistaVision Visits Mexico." Travel has gone deluxe on the vast screen. . . . The Little Carnegie has an exposition of South American arts, crafts, and wildlife in conjunction with the premiere showing of IFE's prize-winning color adventure-documentary film, "Green Magic." . . . 100,000 window streamers plugging "Daddy Long Legs" have been printed by Capitol Records as part of the film-keyed promotion. . . . Okeh pressbooks are out on "Violent Saturday," "5 Against The House," "Green Magic," and "Mambo." . . . Members of the St. Louis Cards had a chance to see "Strategic Air Command" when they were in town recently in which they are prominently in the background. Did they play any baseball while in town? Quien Sabe? . . . A record number of screenings for school editors was held by 20th-Fox on "Daddy Long Legs" and we'll bet the joint was rockin' when the "Sluefoot" came on the screen. . . . Jack Glenn, president, Jack Glenn, Inc., which is as it should be, who recently saw his three-reel color drama, "Farm Family America," bow under the sponsorship of General Electric, left for Spain on a production venture. He's due back in June.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Variety Of Good-Will Ideas Boost Business

BAYONNE, N. J.—Resourceful Nyman Kessler, manager, Stanley Warner DeWitt, is one exhibitor who has come up with useful ideas to increase community goodwill and attendance in his theatre.

Analyzing his neighbors' habits and predilections, and believing the theatre should be an important part of community life, Kessler appeals to organization-minded Bayonne citizens by awarding passes for public-spirited activities. For the police-supervised school safety patrol, he issues passes to children who assist at busy traffic intersections; for the Police Athletic League, he awards free admission to the young people who patrol the PAL building. Further cooperating with the police department, he makes a point of showing a safety trailer at the regular kiddy matinees. He stressed safety during his showing of "Johnny Dark" with a large display at a super-market reminding the public to avoid accidents. The U-I home office supplied the stills.

Service clubs, such as the Kiwanis and Lions, sponsoring children's and other activities, receive Kessler's attention too. These organizations sponsor pet shows, soap-box derbies, kite-flying contests, and the like, and the manager invariably invites the young folk involved to be his guests, adding to his goodwill with parents and usually earning good publicity.

In short, awarding passes is the key to Kessler's success. "With 2800 seats," he says, "we always have a few empties to take care of these goodwill customers." Although he lives in the Bronx and commutes to Bayonne, Kessler reads the local papers avidly, and follows up birthday, anniversary, graduation, etc., with a few passes. A file full of letters of appreciation attests to Kessler's important role in community life.

Recently, cooperating with the Merchants Board of Trade, the DeWitt got many pages of free newspaper publicity during a give-away of $5000 worth of merchandise to the holders of lucky coupons. Kessler, in turn, offered free coupons to anyone donating money to the Community Chest; in various industries contests were held for the most popular girl, to have the honor of drawing the winning coupons on a particular night of the five-week campaign. The theatre had a lobby display of all merchandise offered in the giveaway promotion.

Salute The Press

CHICAGO—Filmack has issued a special trailer which it would not hurt theatres to run in an effort to create good will for good breaks with local newspapers. It's a reciprocal gesture. Just send Filmack a masthead of your paper, along with a short pitch about what a wonderful job it does in your community and Filmack will make up the trailer at small cost.

As part of the national promotion campaign for "The Prodigal," MGM recently tied up with Armour and Company on a "Name The Star" contest for Taina Elg. Here a group of 10 local lovelies supplement three starlets from the film in a special parade which included 27 Dodge cars, also in on the national tie-up, pass through the principal streets of Milwaukee.

Fragrant Tieup

NEW YORK—Columbia is joining with Sortilege perfumes to tie up in an extensive and far-reaching promotion for "The End of the Affair." Sortilege will pull out all stops in getting behind the film with saturation window displays and co-op advertising.

Seventy thousand 11 by 14 displays of Miss Kerr endorsing Sortilege perfumes will be distributed throughout the United States to top department stores, cosmetic salons, and other Sortilege outlets. Bloomingdale's in New York will carry display material and Gimbels, also in New York, will run an advertisement in The New York Times in addition to featuring the display material.

Sortilege is sending a promotion letter to all its sales representatives directing them to cooperate in every respect. Beauty editors on all key city newspapers have been advised of the promotion and have received all the display material included in the campaign.

The Burrows Twins, Barbara and Jackie, and Frankie Paglieri, Fred Astaire Dance Studios instructors, recently taught an eager group of ushers and usherettes at the Roxy, New York City, how to do "The Sluefoot," new dance introduced in 20th-Fox's "Daddy Long Legs," which had its eastern premiere at that theatre.

Look-Alikes Sought In "Pharaohs" Contest

NEW YORK—A long list of prizes will be awarded to the New York girl who most resembles Joan Collins, the lovely Egyptian Queen in Warners' "Land Of The Pharaohs," the Astor announced last week.

Contestants should send a full-length photograph of themselves to the "Land Of The Pharaohs" Contest Editor, Astor. The photo should be accompanied by measurements, age, color of hair and eyes, address, and telephone number. For comparison, Miss Collins' measurements are as follows, bust, 37; waist, 23; hips, 36; age, 20. She has green eyes and chestnut hair.

First prizes in the contest include a two-week vacation at the Chalet in Canada and a Benrus wristwatch. Second prize is a one-week vacation at Chesters', Woodbourne, N. Y.; third prize, a week-end at the Peekskill Dude Ranch. In addition, each of the three prize-winners will receive a Winkies resort wear bathing suit, a handbag by Coblentz, a Rose Laird Beauty Kit, jewelry by Coro, and a Ronson Princess cigarette lighter.

A panel of judges, including the managing director of the Astor, a representative of Warners, and Rozee, noted vacation authority, will select the first, second, and third prize-winners. The contest closes May 25.

Book Builds "Robbers' Roost"

NEW YORK—A national book promotion backing United Artists' "Robbers' Roost" in thousands of book stores, department stores, and drug stores throughout the country has been set with Grosset and Dunlap, Inc., it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

The campaign for "Robbers' Roost" was launched with distribution of Grosset and Dunlap's special movie edition of the western thriller. The UA release will be hypoed in every exchange area via window, counter, and rack displays featuring book builds, scene stills, and prominent picture credits.

To provide additional penetration, the publishers have prepared 10,000 slot cards, carrying stills from the picture and credits, which will be affixed to the books on display. The card and books will also key advance lobby displays.

Co-ops Boom "Business"

CHATHAM, CANADA—Harry Wilson, Capitol, recently promoted a full-page co-op ad in the Chatham Daily News on 20th-Fox's "There's No Business Like Show Business," which was accomplished without cost to the theatre. The theatre garnered a nice ad in the center of the page, as well as a reader on the film. Tenor of the ads were "There's No Business Like Show Business—and no values like those at . . . "

STUDIO SURVEY

The Editor Speaks

JOE PASTERNAK, MGM producer, is back in Hollywood after visiting with top showmen and the local press of such key cities as Chicago, New York, Houston, Miami, and New Orleans.

PAUL MANNING

PASTERNAK RATES among the very best in the business, and these frequent trips out into the field have always been serious fact-finding surveys which influence his future production plans. Talking shop with leading exhibitors and motion picture editors of important daily papers, Pasternak came to the following conclusions:

TODAY'S MOVIE patrons are real hep. They want realism in stories, and this goes for musicals as well. The impact of big screen processes, multiple sound tracks, distant locations has vanished.

THEY WANT new stars. On this score, Pasternak has a word for exhibitors. Says he, "Studios have always been ready to search for and develop new stars. They're the lifeblood of our industry. But this program takes time, money, and patient tolerance. If exhibitors, to whom these news stars could mean money in the bank, would get behind the studio in this building-up procedure by selling hard the pictures in which new faces are launched, then producers would be encouraged to intensify the search for new talent."

PASTERNAK VISITED all types of movie houses. He was shocked at the poor projection and sound equipment in many theatres. He said, "Paul, you wouldn't believe the pictures were made in Hollywood. We make our pictures with the very best in photography and with absolute fidelity in sound. It's like taking a brand new high-fidelity recording of a magnificent symphony and playing it on your grandfather's creaky gramophone! A lot of exhibitors had better realize it's high time they changed their needle!!"

Paul Manning

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STUDIO SURVEY appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 8, No. 5 **May 18, 1955**

Motion Picture Exhibitor Laurel Awards Nominations

PARAMOUNT's

"STRATEGIC AIR COMMAND"

starring

JAMES STEWART and JUNE ALLYSON

with

FRANK LOVEJOY, ALEX NICOL, BARRY SULLIVAN, BRUCE BENNETT

Produced by Samuel J. Briskin. Directed by Anthony Mann.
Screenplay by Valentine Davies and Beirne Lay, Jr. Story by Beirne Lay, Jr.
A VistaVision Production. Color by Technicolor.

PARAMOUNT's

"CONQUEST OF SPACE"

with

WALTER BROOKS, ERIC FLEMING, MICKEY SHAUGHNESSY,
PHIL FOSTER, WILLIAM HOPPER, BENSON FONG,
ROSS MARTIN, VITO SCOTTI, JOHN DENNIS

Produced by George Pal. Directed by Byron Haskin.
Screenplay by James O'Hanlon. Based on the book by Chesley Bonestell and Willy Ley.
Color by Technicolor.

20th CENTURY-FOX's

"VIOLENT SATURDAY"

starring

VICTOR MATURE, RICHARD EGAN, STEPHEN McNALLY,
VIRGINIA LEITH, TOMMY NOONAN, LEE MARVIN

with

MARGARET HAYES, J. CARROLL NAISH, SYLVIA SIDNEY,
ERNEST BORGNINE, DOROTHY PATRICK, BILLY CHAPIN, BRAD DEXTER.

Produced by Buddy Adler. Directed by Richard Fleischer.
Screenplay by Sydney Boehm. Based on the novel by William L. Heath.
A CinemaScope Production. Color by DeLuxe.

Filmakers, A Top Hollywood Independent

Keefe Brasselle uses the girl friend of a teen-age wolf pack, Karen Sharpe, to get to the gang leaders in Filmakers "Mad At The World," a timely story of juvenile delinquency and the latest from the fast growing company.

Six fugitives in Filmakers current release, "Crashout," the story of convicts, their escapes and escapades, are enacted by William Bendix, Arthur Kennedy, Luther Adler, William Talman, Gene Evans, and Marshall Thompson.

FILMAKERS Releasing Organization, one of the industry's most unique and successful independent enterprises with 11 money-making features to its credit over six years of operation, will face its busiest period during the next six months.

TWO FRO PICTURES are in release, "Crashout" and "Mad At The World," both launched with 100-theatre saturation premieres in the Boston-New England area. The former was subsequently booked by all major circuits; "Mad At The World," just going into release, is regarded as a likely bet for the chains because of high public interest in its timely and provocative theme, juvenile delinquency.

IRVING H. LEVIN, Filmakers president, has announced that the company will start shooting four features in the next 90 days and, in view of newly-available playing time in many territories, the schedule may be stepped up even further.

IN MAY, Hal E. Chester and Lewis R. Foster, producer and director, respectively, of "Crashout," will team up again to start "Battle Hell," infantry story based on an original by Robert C. Lewin, for which Chester has secured full Army cooperation from Washington.

IN JUNE, producer-writer Collier Young will roll "The Firebug," drama of a woman arsonist which will be treated with the daring and uncompromising manner reminiscent of Young's earlier Filmakers efforts, "Not Wanted," "The Young Lovers," and "The Hitchhiker."

ALSO IN JUNE, Chester will launch "The Smoldering Sea," a merchant marine story based on the best-seller novel by U. S. Anderson. The same producer plans an August start for "The Weapon," his most ambitious production to date, to be filmed both here and abroad.

THE ENTIRE FRO program will be filmed in SuperScope, with top names heading the cast of each feature. Departing from early Filmakers policy of "unknowns" in leading roles (Keefe Brasselle, Mala Powers, Sally Forrest, Hugh O'Brian, William Talman), the company now makes name power a prerequisite. "The Bigamist" starred Joan Fontaine, Edmond O'Brien, and Ida Lupino; "Private Hell 36," Miss Lupino, Steve Cochrane and Howard Duff; "Crashout" top-lines William Bendix, Arthur Kennedy, Luther Adler, William Talman, Gene Evans, Marshall Thompson, and Beverly Michaels; "Mad At The World" co-stars Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell, and Karen Sharpe.

IT IS EXHIBITOR participation that has done most, however, to make Filmakers a going concern. The company originated the "exhibitor guarantee" plan, allowing theatres to bid for a picture during its production. More than 1,000 exhibitors are signed up under the plan on latest FRO productions, according to Harry Mandell, vice-president and general sales manager. Among the salutary results are recent figures showing 8,264 playdates for "The Bigamist" over its first 12 months in release, and 5,426 dates for "Private Hell 36" after six months in release.

Filmakers has come a long way from the infant company of 1949, when it was formed by Young and Miss Lupino with an avowed shortage of financing but a willingness to gamble with off-beat subjects in the competitive production field. The risks were compounded when in 1953, Levin came in and FRO was formed, while the previous partnership between Filmakers and RKO was dissolved. Thus the company became completely independent in both production and distribution fields, and today, looking over increased activity in the Filmakers camp, it can fairly be said that the dual gamble has paid off.—P.M.

A tense moment in "Crashout" takes place when the farm of Beverly Michaels is invaded by fugitives including Bendix and Talman.

A Belated Laurel Award Winner And Some Nominees

Pictured here are just a few of the artisans competing for LAUREL AWARD honors in the seventh annual INTERNATIONAL LAUREL AWARDS poll conducted by MOTION PICTURE EXHIBITOR, now in its 37th consecutive year of service to the motion picture industry. This expert "bed rock" opinion of the individual worth of the many talents nominated for participation in this awards race has become an important authority in determining the market value of each contestant.

A belated presentation goes to busy TOPLINER LAUREL AWARDS star Doris Day, whose busy schedule leaves her "hardly time to breathe."

Jean Negulesco, director
"Woman's World," 20th-Fox

Stanley Donen, director
"Deep In My Heart," MGM

Roger Edens, producer
"Deep In My Heart." MGM

Otto Preminger, producer-director
"Carmen Jones," 20th-Fox

Fred Kohlmar, producer
"Phffft," Columbia

About The Hal Makelim Plan

HAL MAKELIM

AS OF THIS MOMENT there are 3,534 exhibitors who not only know all about the Makelim Plan but have all gone a step further and have become associated with his plan, which is designed to mutually benefit his production organization and its exhibitor partners.

HAL MAKELIM first announced his plan to the industry about a year ago. Since that time he has been constantly on the go, covering almost 200,000 air miles in criss-cross transcontinental flights, meeting and enrolling exhibitors. In general, he has been pretty consistent in getting this first phase of the plan solidly set before proceeding to phase two, which is the production of his 12 features.

ANNOUNCEMENTS, per se, are no strangers to this business. There are several types of announcers in our business: First, there is the perpetual announcer who will announce anything, even his latest belly-ache, just to get his name in print. Then there is a more serious type of announcement maker, one who makes an intelligent statement and has the patience to wait until every condition is favorable to the success of his announced venture. Someone once said, "Hold your fire! Don't shoot until you can see the whites of their eyes!"

I MENTION THIS because Hal Makelim has been slowly and carefully going about the business of making his plan as foolproof as possible, and also for the dubious benefit of a few chronic skeptics who have been peppering him with a little jibe here and there along the way. Heckling doodlers have no more effect on Hal than would a baby's rattle. A man who has been able to convince 3,534 alert exhibitors that they should hop on his wagon certainly isn't going to be bothered by a few snide remarks from somewhat irresponsible sources.

I'VE SEEN too many "epics" planned on Sunday, shot on Tuesday and a half day Wednesday, and tossed into the ash can on Thursday! Let's take a square look at the way in which another planning outfit works, our Atomic Energy Commission. Their precise planning for their atomic blasts in the Nevada desert waits, waits, and still waits for that absolute and right set of conditions. No visiting fireman, whether he be the President himself, could make these scientists "let 'er go just for kicks!" Not on your life, and it easily could be your life!

AT THE RIGHT TIME, and not one split second sooner, they will trigger the blast. Thus their intelligently planned operation will protect people, and the greatest amount of useful information can be learned from the operation. And there are many who will agree with me that intelligent, clear headed, and painstakingly patient planning is as important in our business.

HAL MAKELIM isn't dealing with nuclear weapons, but he has been entrusted with a major responsibility of a different nature and therefore must reserve for himself the privilege of doing the job when and how he thinks best.

ONE FACT is evident: The Makelim Plan has a lot of rooters who think it can work. Makelim told me that the creed he lives by is to plan his work, and then work his plan!

TIME WILL TELL as always, and a lot of us will be around to see what the tote board says after the Makelim race is run!

GOOD THINGS TO COME FROM HOLLYWOOD . . .

Buena Vista's "The Lady And The Tramp" And "Switzerland"

Walt Disney has done it again. The master of the animated cartoon, who has won more honors than he can count in both cartoon and live-action feature and short work and whose nature films are invariably internationally honored, has put together a package as his latest effort that is certain to please young and old.

Included is "The Lady And The Tramp," first feature length CinemaScope cartoon, in which Disney and his staff add still more unforgettable cartoon characters to that seemingly endless library of Americana, Mickey Mouse style.

This is real entertainment for the young in heart, regardless of their age, and the fellow who coined the phrase, "Dog is man's best friend," must have been thinking of the fun loving Tramp and Lady, the lovely spaniel who captures his heart.

Peggy Lee, one of America's favorite singing stars and composer of many top song hits, delivers a set of tunes for this film that seem sure to climb on the hit parade, providing additional exploitation pegs.

The other part of this latest Buena Vista package is "Switzerland," a CinemaScope entry in Disney's People and Places series. Seen are breathtaking views of all facets of life in the beautiful little country, with the accent on the glorious Alps. The people work and play, dress up and loaf, and the skiing shots are sensational.

Seen above are three scenes from the latest package provided by Walt Disney's Buena Vista distributing organization. Top row, left to right, are highlights of "The Lady And The Tramp," first CinemaScope feature cartoon, and "Switzerland," CinemaScope entry in the People and Places series. Battam row are the title characters in the cartoon feature and the master himself, Walt Disney.

NEWS OF THE Territory

BRANCHES

Atlanta

R. V. Graber, special representative, Allied Artists, New York, was a visitor. . . . The Starlight Drive-In, Hallendale, Fla., was destroyed by fire. The building was left a gutted shell, with all booth equipment and fixtures a complete loss. It will be rebuilt. . . . Joe Moore Lackey, manager, Empire, Birmingham, Ala., was awarded the Third Army Certificate of Appreciation for service in support and promotion of the Army reserve program, National Guard, and national defense.

The Sopchoppy, Crawfordsville, Fla. has opened for the season and will run two days each week. . . . The Lam Amusement Company, Rome, Ga., has installed CinemaScope in their Cedar Valley Drive-In. . . . Jimmy Bello, special sales representative, Astor and Capital, was off for a trip to Alabama. . . . President William Richardson, Astor and Capitol, went to Tennessee. . . . David Williams, IFE, was back in his office after visiting in Charlotte.

Nat Williams, president, Interstate Theatres, Thomasville, Ga., was a visitor. . . . Sid Reams, former sales representative, Republic, was back in the hospital here. . . . Arthur C. Bromberg, president, Allied Artists Southern Exchanges, has returned to his home in Bayou La Batre, Ala., after a sales meeting in New York.

Lillian Suzanne Claughton, daughter of Edward N. Claughton, owner, Claughton Circuit, was married to Dr. Jerome Matthews. . . . Zachary Scott, star of Allied Artists' "Shotgun," appeared in the annual Old Newsboy Day Parade and held the sale of the special edition of The Atlanta Journal and Constitution newspapers saluting the Atlanta Variety Club's Cerebral Palsy School.

Clyde Cole, formerly of Phenix City, Ala., was appointed as manager, Panama, Panama City, Fla. . . . Fire destroyed the Princess, Mount Dora, Fla., and spread to adjoining buildings. All patrons in the filled house escaped without injury. The fire, which originated in a grocery store next door, was coaxed toward the theatre by the draft from the ventilating fan.

E. L. Goodwin, who for a long time was owner, Shell Drive-In, Apalachicolo, Fla., has disposed of his interest to Dr. P. J. Nichols and J. J. Nichols. They have renamed it No. 1 Drive-In. . . . Al Scruggs, Tallahassee, Fla., has taken over the managership of the Wales Drive-In, Lake Wales, Fla. He replaces Leslie Pendleton, who is now devoting his entire time to the State, Lake Wales. . . . The Wil-Kin Theatre Supply Company has designed and is furnishing the equipment for the new drive-in being built by the Storey Theatres, Decatur, Ga. . . . Louis Strickland, Strickland Films, is making a record number of theatre trailers. . . . L. C. Harwell, State, Bessemer, Ala., has installed CinemaScope by Wil-Kin Theatre Supply Company. Sales representative was Paul Jenkins.

Southeastern Festival Launched With Glamour

ATLANTA — Theatre owners from three states who sell glamour on their screens daily saw glamour personified when they came to the opening of the Southeastern Movie Festival.

Mary Murphy, honey-brunette star of Paramount's forthcoming "Desperate Hours" and "Hell's Island," was here for the kick-off of the Festival, which will mark the beginning of a new era in the motion picture business.

In the glamour department also were two lovely starlets featured in the United Artists' latest Mickey Spillane thriller, "Kiss Me Deadly." Miss Murphy made a series of appearances on TV and radio.

The festival brought together showmen from Georgia, Alabama, and Florida, in a tri-cities convention at the Biltmore Hotel. At the same time, theatre owners heard about the exciting new pictures coming from the major studios in Hollywood. The convention opened with a workshop, staged by MGM, and closed with a president's banquet in the garden terrace.

Charlotte

W. F. Harris, Harris Theatre Sales, Inc., lost out in his attempt at the office of City Councilman. This being his first try, he made a good race. . . . Ken Clontz, projectionist, 20th-Fox, lost his brother, Herman James, 51. Funeral was held at McEwen West Chapel.

Mrs. Ruth Svoboda, assistant cashier, 20th-Fox, has resigned to become a housewife. Mrs. Svobda was assistant to Mrs. Mildred Warren. The office gang presented her a place setting of china. . . . From comments heard along Film Row about the peach and apple crop failures, business will be off to some extent.

The Variety Club is enjoying their new headquarters over the Delmonico Restaurant. John Vickers is the chief barker. . . . The planning committee composed of Mrs. Gladys Hawkins, Wilby-Kincey Theatres; Mrs. Pauline Griffith, North Carolina Theatres Association; Mrs. Marjorie Baker, Wilkin Supply Company, is making big plans for the installation banquet of WOMPI officers for May 24 in the Chelsea Room of the Hotel Charlotte. Invited guests will be the heads of each exchange and group.

Jacksonville

Distributor men in town were Irving Shiffrin, New York, Allied Artists; Len Laird, Buena Vista, Atlanta; Harold Laird, Republic, Tampa; and Ken McCartney, Kay Film Exchanges, Atlanta. . . . The Colonial Plaza Drive-In has been opened at Orlando under the management of Al Horton. . . . Drive-ins newly converted to CinemaScope are the Fran-Lin, Mulberry, and the Tropical, Venice. . . . It is reported that three new outdoorers are to be built in the environs of Jacksonville, in the Arlington, North Shore, and Lake Shore areas.

It appears that good fortune is to smile on Variety's Tent 44 when Fred Hull, MGM branch manager, announced that Rotary Clubs are to stage a city-wide dance in June, complete with a big-name band and a floor show, with all proceeds marked to benefit the Variety charity of a counselor service for blind under school age children. Hull is the Rotary publicity chairman for this event, which is set for the George Washington Hotel auditorium. . . . C. H. Deaver, Variety chief barker, announced that the club will hold a "Let's Get Acquainted Ball" in the Roosevelt Hotel ballroom the night of May 28, with donations of $1 or more expected from Variety's well-wishers.

The only theatre TV screen between Atlanta and Miami slated to show the closed circuit telecast of the Marciano-Cockell heavyweight boxing championship fight on May 16 was that of the local Florida. . . . The Imperial, managed by John Thomas, last of the downtown houses without a wide-screen and anamorphic lenses, has now joined the other theatres which are equipped for CinemaScope. The conversion was directed by M. Shaaber, Wil-Kin Theatre Supply.

Atlanta's Woman of the Year, Mrs. Mills Lane, Jr., is seen here with Atlanta's Women of the Motion Picture Industry of the year, Mrs. Frankie English, associated in Atlanta with Paramount for the past 33 years, and one of the two national regional directors, WOMPI, on the national insignia committee, and a member of the Atlanta board of directors.

Founder and chairman of the board, Cerebral Palsy School Clinic, Atlanta, Mrs. Mills Lane, Jr., recently joined hands with Women of the Motion Picture Industry in the annual campaign to raise money by newspaper sales to maintain the clinic and is seen here with Mrs. Betty Rary, president, Atlanta club, WOMPI, with one of the placards.

The board of directors of Independent Theatres of Arkansas at their recent meeting in Little Rock, Ark., are seen above, seated, left to right, Fred Brown, Fort Smith; M. S. McCord, Little Rock; E. D. Martin, Columbus, Ga.; E. K. King, Searcy, Ark.; James Carbery, Little Rock; Cecil Cupp, Arkadelphia; and, back row, George Gaughan, Memphis; Carl Burton, Fort Smith; Sidney Wharton, Warren, Ark.; Bartus Gray, Jacksonville; Roy Cochran, Little Rock; E. W. Savage, Booneville, Ark.; Terry Axley, England; and C. T. Revelcy, Stephens, Ark.

New Orleans

The Cartoon-O-Scope Carnival of 12 animated cartoons in CinemaScope attracted a packed house of kiddies at the RKO Orpheum on a Saturday morning at 10:45, preceding the regular feature. . . . Roy Thibodeaux, who but a few months back opened the new Dixie, Lewisburg, La., has already closed it. . . . Local unit of WOMPI is topsy turvy in plans and program preparation of the upcoming second annual convention slated to be held here in the early fall, and a red carpet is being readied by Loraine Cass, convention chairman.

HiWay 90 Drive-In, Pensacola, Fla., ownership has changed hands. Teddy Solomon, N. Solomon Theatres, McComb, Miss., acquired it from Paramount Gulf Theatres. The new management's string now includes four in Baton Rouge, La., two in Jackson, Miss., one in Mobile, Ala., and three in Pensacola, Fla., along with the operation of five indoor theatres, two in McComb, two in Natchez and one in Summit, Miss. . . . Hector Naquin's new drive-in, the Lane, Arnaudville, La., opened in grand style. It is equipped with the latest in projection and sound techniques. . . . A thank you is extended to Jack Luster and the manager, Paco, Coushatta, La., and Sammy Jackson, Jackson, Flomaton, Ala., for their subscriptions to MOTION PICTURE EXHIBITOR.

Joy's Theatres, Inc., have changed the name of their Rayne, La., theatre from Arcadia to Joy. . . . The Fox, Shuqulak, Miss., is not shuttered as reported previously. Charles Barrett has merely closed it for an indefinite period. . . . Drive-ins reopening after winter closing are Mrs. W. W. Porter's Vicksburg, Vicksburg, Miss., and F. K. Phillips' Broadway, Hattiesburg, Miss. . . . E. H. McCarter has reopened the Lobe, Long Beach, Miss. . . . Mitchell Cole closed the Loma, Campti, La.

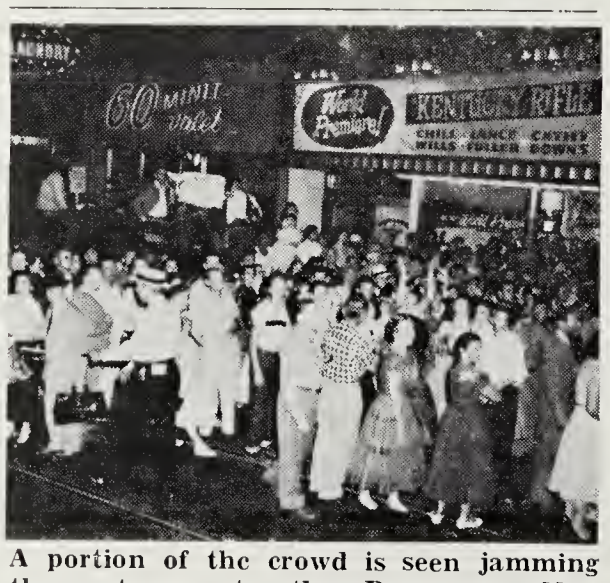
Elyse Novy, Hollywood starlet, is slated to visit to plug UA's "Kiss Me Deadly." . . . Equipment dealers in attendance at the invitational preview of the all southern premiere of "Strategic Air Command," presented on the curvilinear screen by VistaVision's new projection method at the Saenger, were Mr. and Mrs. Tom Neely, Sr., manager, NTS, and Mr. and Mrs. William Murphy, manager, Southeastern.

Frank Smith, Grand, Grand Isle, La., rates a thank you for his three-year renewal subscription to MOTION PICTURE EXHIBITOR. . . . E. W. Brundell's Temple of Mystery stage show played the C-Wall, Morgan City, La., to SRO business, and was exceptionally good at the Tower, Gretna, La.

Alabama

Huntsville

The Whitesburg Drive-In has been repaved and resurfaced, new concession equipment installed, and the spot repainted and refurbished preparatory to reopening for the season, manager Robert Ross stated. . . . The first section of a proposed 660-car drive-in to be known as the Parkway opened just west of the present 231 Drive-In, north of Huntsville. When its "twin" is completed, more than 1,100 cars will be accommodated, and films will be shown simultaneously on its twin screens. Russell L. Parham, managing director, and his partner, Jack Hefferman, have undertaken a two-and-a-half year program with the "twins." Marvin Husky is manager. A feature will be a three-story concession building in the center of the tract. Only the first floor is now open, but plans call for construction to continue. On the first floor will be an air conditioned cafeteria. Rest rooms are also on this floor. On the second floor, one side will be a glassed in, lounge-type area, where there will be dancing and food service, as well as stage acts for entertainment. On the opposite, or south side, will be another glassed-in area where seats will be installed for walk-ins. Projection booths will be moved to the third floor when the project is completed. The screens are 55 feet by 110 feet. It is planned to demolish the 231 Drive-In after this season to make way for the Parkway's "twin."



A portion of the crowd is seen jamming the entrance to the Panorama, New Orleans, recently at the world premiere of Howco Productions' "Kentucky Rifle."

Arkansas

Little Rock

Mr. and Mrs. Ray E. Morrison are reopening the Rison, Rison. . . . Clark-Mc-Williams Enterprises have taken over operation of the Seven Drive-In on the Smackover Highway, El Dorado. The spot was formerly operated by G. W. Jones. Thomas H. Burton, who has been manager since it was opened in 1949, will remain and will also manage the Sky Vue Drive-In.

Florida

Miami

Mr. and Mrs. Carl Toemmes celebrated their 53rd wedding anniversary recently. Three of their four children have long been employees of Wometco Circuit. Adalia is secretary to coowner Mitchell Wolfson; Walter is manager, Ace; Ray is manager, Miami. . . . Local tent, Circus Saints and Sinners, played the saint's role here when the Clyde Beatty tent turned in $2,000 to the Committee of 1,000 for their Variety Children's Hospital fund. Mayor Robert George, Golden Beach, president of the local tent; Carlyle Blackwell; and Francis Miller comprise the welfare committee which voted the funds to this cause. Saints and Sinners raise money at their annual parties to be used for circus people in distress. This year the requests have been few and it was felt that the funds should be so used.

Members of the Wometco Old Guard organization were scheduled to enjoy their annual banquet at the Cabana Pavillon of the Fountainebleau Hotel, Miami Beach, Fla., as guests of Wometco coowners Sidney Meyer and Mitchell Wolfson. . . . Krag Collins, manager, Strand, had a special Friday the 13th show. . . . Wometco neighborhood theatres held "Space Shows" at a recent Saturday kiddie matinee, with prizes to youngsters wearing the best space suits and all those so clothed were admitted free. Space-type features were the order of the day. . . . For "White Feather," Mel Haber, Carib, Miami Beach, Fla., had a theatre employee, Hondo Rusty Eagle, a real Apache Indian, dressed in costume for a street ballyhoo on the picture.

Sympathy to Lucylle Able, North Andrews Drive-In, Fort Lauderdale, Fla., on the death of her father. . . . Max Lewis, Cameo, Miami Beach, Fla., spent his vacation in New York with relatives. . . . Harriet Cohen, daughter of Oran Cohen, manager, Camco, was recipient of the D.C.T. Award at Miami Senior High School. . . . New employees in the Wometco accounting department include Helen Bennett, Betty Melvin, Bill Cope, and Harry Alvarez.

North Carolina

Durham

W. G. Enloe, Raleigh, N. C., manager for North Carolina Theatres, Inc., was reelected to the City Council at Raleigh.

NEWS OF THE Territory

BRANCHES

Cincinnati

Judge Louis J. Schneider in Common Pleas Court dissolved a temporary injunction in a suit to prevent erection of a drive-in by the Oakley Drive-In Theatre, Inc., across the street from the Cincinnati Children's Home. Attorneys for the defendant said the building code does not ban a theatre in the area, and the petitioners may appeal to the Zoning Board of Appeals. The decision was a decisive, though inconclusive, victory for the theatre company.

Milton Gurian, Allied Artists branch manager, was in Springfield and Columbus, O., on business. . . . Edward Salzberg, Screen Classics attended the opening of the annual Blue Grass Festival in Lexington, Ky., where "Kentucky Rifle" was previewed. . . . George A. Kirby, Republic branch manager, is on a month's vacation in Europe. . . . Marie Donelson, Screen Classics, spent a weekend in Nashville, Tenn. . . . Following an annual custom, a considerable number of local Film Row folks and exhibitors were present at Churchill Downs for the running of the Kentucky Derby.

Jay Goldberg, Realart and Lippert, was guest on a local radio program to bally Lippert's "Thunder Pass" and "Black Pirates." . . . Realart's documentary, "Immortal City," was screened at the Guild for exhibitors and the press. . . . Housewives matinees on Mondays at 1 p. m. have been started at the downtown Capitol, housing "This Is Cinerama."

T. O. McCleaster, 20th-Fox division manager, was in to line up a "Central Clean Sweep" sales drive. Robert Conn, Indianapolis branch manager, is the drive chairman; Tonny Knowlman, local branch office manager, is captain; and Bennett Goldstein, sales manager here, is co-captain.

Kathryn Manthey, contract department head, MGM, was presented with luggage by the MGM Club in recognition of her 25 years with the company. . . . In Town Auto Drive-In, Columbus, O., was opened in mid-May with Lou Hollub as manager. Jerry Shinback heads the owning company. . . . A new drive-in, named M-CIS 36, is scheduled for opening May 30 at Lancaster, O., by Homer McBee, owner. . . . Ross Spencer, Columbia office manager, was proudly announcing the adoption of a daughter, Linda, age one and one-half years. . . . Lois Auberger, Paramount contract clerk, has been promoted to secretary to James Brunetti, office manager. . . . Lillian Ahern, Paramount cashier, was vacationing. . . . Louise Stouffer, Paramount clerk, and Stephen Stevens were married.

Ruben Shor, left, president, Allied States Association, is seen with Jack Finberg, United Artists' branch manager in Cincinnati, conferring on the recent Bob Benjamin Drive.

Cleveland

Jack Zide, Allied Films, Detroit, and Irwin Pollard, former local Republic branch manager, bought the Imperial Pictures exchange from Mrs. Bernard Rubin. Pollard is in complete charge of operations. Mrs. Rubin had been operating the business since the sudden death of her husband last December. Exchange personnel remains unchanged, with Betty Bluffestone continuing as booker and Ted Mash as shipper. When Pollard left Cleveland for Detroit about a year ago, the industry tendered him a farewell testimonial party. They have designated June as Pollard Testimonial Month and are welcoming him back with playdates instead of speeches.

Frank Slavik, theatre owner, Middlefield, O., has been appointed sales representative for Taylor freezers in eastern Ohio and western Pennsylvania. This is a frozen custard and soft ice cream dispenser and is located so that the product may be sold either to theatre patrons from a lobby service window or to passersby from a service window facing the street. Slavik says this is a supplement to the concession stand, and its operation is not limited to the period of theatre operation. . . . Warners eastern sales manager Jules Lapidus and district manager Bill Mansell were in town. Invitations have been mailed to industry members by Warners for a trade screening of "Mr. Roberts" on May 23 at the Colony.

Sidney Schoen, president, Reliance Chemical Company, announces two new important sanitation products for theatre use. One is San-i-Glow which cleans polishes floors simultaneously in one operation. The other is Grip-Sheen which put a high shine on floors without a slippery finish. Both may be applied either with a mop or a sprayer. . . . Danny Rosenthal, chairman, Variety Club entertainment committee, has arranged a gin rummy calcutta tournament for Friday the 13th in the Hollenden Hotel club rooms. . . . Frank Murphy, Loew's division manager, and Mrs. Murphy sailed on the S.S. America for a month's visit in Ireland. . . . Frank Smith, substituting as manager, RKO Palace, for vacationing Max Mink, was recalling the days when Frank Hines managed the theatre and Clem Pope was district manager. Both are now dead. . . . Keefe Brasselle, who hails from nearby Elyria, O., is scheduled to spend four days in Cleveland for personal appearance to promote the midwest premiere of "Mad At The World" at the RKO Palace.

Windsor, Canton, O., changed hands when Frank Penny took it over from Ernest Brown. . . . Leroy Kendis is in charge of reservations for a bachelor dinner on May 26, in honor of Marshall Fine, whose wedding to Patricia Krow, McKeesport, Pa., takes place May 29 in Cleveland at the Oakwood Country Club. . . . The local United Artists exchange won first place in its classification in the Bob Benjamin drive. Benefitting in the cash distribution will be branch manager Danny Rosenthal, salesmen Aaron Wayne and Jack Share, and bookers George Bressler and Tony Reinman. . . . Herbert Ochs, Canadian drive-in circuit operator, is back from Florida. En route home he left his wife in Dayton, O., to visit their daugther Pat. . . . Mark Goldman, IFE district manager, was in Detroit.

George Foley purchased new XL Simplex projectors and mechanisms from National Theatre Supply branch manager Frank Masek for his Montpelier, Montpelier, O. Masek also is installing a new Walker screen, Excelite lamps, and Hartner generator in the Ohio, Mariona, O., and Excelite lamps and rectifiers in the Sandusky Drive-In.

Marvin Harris sold his Avalon, Toledo, O., to Sher brothers of Columbus, who will convert into their fourth art house in northern Ohio. Others are the Bexley, Columbus; Studio, Detroit; and Heights, Cleveland. . . . Marilyn Chadys and her young son are here from Bridgeport, Conn., to visit her parents, Republic salesman Joe and Mrs. Krenitz.

Nat Barach, National Screen Services branch manager, departed for a three-week west coast vacation which will include a stopover at Las Vegas and attendance at the National Variety Club convention. Others from here who will check in at Variety shindig are Jack Silverthorne, local chief barker; Leonard Greenberger, manager Fairmount, and Mrs. Greenberger; and Irwin Shenker, Berlo Vending Company, and Mrs. Shenker.

Detroit

David Idzal, Fox managing director, opened the house to all mothers over 60 for Mother's Day. . . . Pontiac, Mich., big General Motors town, features "Body Beautiful," a General Motors commercial film, with "Blackboard Jungle." The Pontiac Press reviewed the GM film, not the "Jungle." . . . General Film Laboratory and IATSE Local 737 completed negotiations with an eight percent increase retroactive to May 1. Jam Handy is still without a settlement going back to last September. . . . Glen May has moved into the projection booth at the Deluxe, Utica, Mich. Earl Natzel and Ralph Brough started the season at the Mount Clemens Drive-In booth.

. . . John Wagner will devote full time to his Roseland, Rose City, following the closing of the Cheboygan Drive-In.

Joe Nagy has closed the Mars, Brown City. . . . Charles Simpson, Central Shipping Bureau, has been in Osteopathic Hospital. . . . Howard Pearl and Ernest Borgnine were unnoticed as they walked along Detroit's loop during the evening rush hour. . . . Jim Sharkey, Cooperative Theatres, has been hospitalized. . . . Two hundred and seven attended Variety's Easter party at the Vetreans Memorial building. . . . Louis Parine, Gratiot Drive-In manager, served free coffee to Easter sunrise worshippers at the theatre. . . . Eddie Loye is beginning to get around after a year's convalescence from a heart attack.

Frances Moran, president, Michigan Showman's Auxiliary, has gone to Dallas with husband John for State Fair shows. . . . Leon Waltz broke his hip in Ovid, Mich. . . . Mrs. Francis Van Deusen has been reelected president, Greater Detroit Motion Picture Council. . . . Construction has started on the General Custer Drive-In, Monroe, Mich., Custer's home town. . . . Film Carriers and Teamsters have reached a three year agreement. Five cents an hour retroactive to Feb. 1, another five in August, eight next February, and another eight the following February, plus two dollars a week pension, plus a boost in employer paid insurance of two dollars make this the largest kick-up in recent years. Affected companies are the Exhibitors Service Company, Central Shipping Bureau, and Cinema Service, all of Detroit.

How to determine dues of Michigan Allied members, long a problem, was discussed at length at a recent board meeting. The new plan would assess dues according to the classification of theatres by size of town and runs for houses buying in groups. Indie exhibitors would continue direct payment of dues. The present levy of 10 cents a seat has been deemed unsatisfactory. . . . The Federation of Motion Picture Councils meeting here was attended by representatives of 130 local federations and interested groups. Mrs. Max Williams, Royal Oak, is national president. Highly criticized was motion picture advertising, which was marked as "frequently not representative of the picture actually shown," and of lower moral tone than the product advertised. Local councils pledged to support better pictures.

Recently here the Ford Motor Company commercial film showings were counted. Now comes the figures for competitor General Motors. GM documentary films reached 77,000,000 Americans during 1954. There were 96,211 requests for 60 films, including seven new ones. Most popular was "ABC Of Hand Tools."

Helen Teitel has registered the Warfield Amusement Company title, operating the Warfield. . . . Add new big screens, the Ford Drive-In. . . . Barbara McDonald is now at Sears, having left the Riviera. . . . Clark Theatre Service has added three houses to its string, totaling 43. The Strand, Sturgis; Perrien, here; and Marysville Drive-In, Marysville, are the new fellows.

At the Indianapolis United Artists' exchange, Marc Wolf, seated, head, Y and W Circuit, recently closed a deal with branch manager E. A. Bigley during the recent Bob Benjamin Drive.

Indianapolis

The Idaho, Terre Haute, Ind., separated from the Y. and W. Circuit was returned to the original owner, Clay Burnett. The Swan, Terre Haute, also separated from the Y. and W. Circuit and returned to the old owner, Mrs. Ida Ratcliffe. . . . The Palace, Fairmount, Ind., was closed. . . . The Gaston, Gaston, Ind., was taken over by George L. Marks. . . . The Parkway Drive-In, Louisville, Ky., was taken over by Brazee of the Greenwood Drive-In, Greenwood, Ind. . . . The Amuseu Theatre, Jasonville, Ind., was closed. . . . The Pixy, was closed. . . . The Maumee, Fort Wayne, Ind., was closed. . . . The Mecca is scheduled to close May 30. . . . The Joy, Waterloo, Ind., closed.

Tent 10, Indianapolis Variety Club, will stage a telethon over WFBM-TV on Nov. 26. All proceeds will go to the United Cerebral Palsy of Marion County, Ind. . . . The local Variety Club will hold a "500" Dance, May 28, at which will be held the drawing for the 1955 Cadillac, plus 12 clock radios.

The 20th-Fox exchange is having a Clean Sweep Drive in the central division, consisting of Indianapolis, Detroit, Cincinnati, Cleveland, and Pittsburgh. R. L. Conn, Indianapolis branch manager is drive leader. The drive locally will honor salesman Ken Dotterer for his 35 years of service. Conn has visited all the above named exchanges on his first swing, accompanied by division manager T. O. McCleaster. The Indianapolis meeting had booker Bob Meyer elected branch drive leader. Each exchange has donated $100, and the winning branch in the division will take all.

The 20th-Fox screening room has been equipped with four-track stereophonic sound and is ready for use. CinemaScope pictures will be trade shown at the exchange on an invitational basis. . . . The syndicate headed by M. D. Brazee, who operates the Greenwood Drive-In, Louisville, Ky., is taking over the buying, booking, and active management of the Parkway Drive-In. . . . Harris Dudelson district manager, Buena Vista, was a visitor. . . . Joe Cantor, Cantor Theatres, and Kathy Miller were married during the week and have left for one of those mysterious hideaway places. . . . Jay Goldberg, Realart, and Terry Turner, representing "Gangbusters," visited the Indianapolis office.

Tom Baker, president, and Bob Jones, manager, Affiliated, were in New York on business. . . . Jake Smiler has installed a cement runway at the National Drive-In. . . . John Barrett, head bookkeeper, 20th-Fox, attended the National Bowling Tournament at Fort Wayne during the week. . . . Paul Love has acquired the Starlite Drive-In, Shelburn, Ind. Carl Himebrook was the former operator. . . . Harry Coleman has renamed the old Royal, Evansville, the Lincoln Palace. Luther Cabbage is manager.

Quimby Theatres will open their new art theatre in Fort Wayne, to be known as the Little Cinema, within a few weeks, according to announcement made by general manager Harvey G. Cocks.

Pittsburgh

Joseph Archer has acquired the Tyler, Middlebourne, W. Va., from Ralph Wilson, publisher, Tyler County Journal. . . . Milton Broudy has resigned as West Virginia salesman for United Artists. . . . Paul Krmenacker, sales manager, Warners, is back on the job after being ill for several days. . . . Morton Markley, son of Julius Markley, State, New Castle, Pa., will represent the New Castle Optimist Club in the district oratorical contest in Buffalo. Murray Krushen spent time on coming attractions at United Artists. He comes from the exploitation department in New York. . . Clyde S. Waugaman, Strand, Apollo, and Liberty, Bolivar, purchased a printing shop in Vandergrift, Pa.

The Manos Circuit has purchased the Super 422 Drive-In, Indiana, Pa., from the Serrao Brothers, who operated the Circle, New Kensington; Kent, Arnold; Roxy, Ford City; and the New Kensington Drive-In. . . . Jimmy Nash, Sr., indoor and outdoor operator, has been named chairman, Variety Clubs annual golf tournament, which will be held at the Highland Country Club on July 15. . . . Tri-State Association of Motion Picture Operators, IATSE, will hold its convention in Morgantown, W. Va. . . . Local industry members will honor Dave Kimelman, Paramount branch manager, in June, which is a double celebration of 30 years of marriage and 30 years of service with Paramount.

Al Levy, former branch manager, 20th-Fox, was feted at a testimonial dinner in his honor. . . . Ben Steerman, George Eby, Harold Lund, John Stabile, Dominic Navarro, and Victor Rigaumont have been appointed on a Variety Club committee referring to a renewal of their new lease.

Ray Woodward, well known showman, Franklin, will exploit Venango County's sesquicentennial celebration which will be staged July 3 thru 9. . . . Joe Mazzei,

Grant, Millvale, who was an undercover agent for the FBI, has been recognized for his service and has been awarded a 21 day vacation in Italy, France, and Switzerland, all expenses being paid by the Italian government and the Italian Air Lines.

The Penn will install horizontal Vista-Vision equipment with its showing of "Strategic Air Command." . . . Rosemary Ferraro, a secretary at Stanley Warner, will become Mrs. Harvey L. Weber. . . . The concrete block screen at the Moonlight Drive-In, Brookville, Pa., recently crashed to the ground for the second time.

Nancy Bowman, daughter of Bob Bowman, Stanley Warner Erie district manager, was married to Louis Rys recently. . . . Maria Joy, 14 month old daughter of Mr. and Mrs. Alexander Manos, died. The father is junior executive, Manos Circuit. . . . Paul Bronder has remodeled the McKee and Glade, and both theatres will soon be lighted up for business.

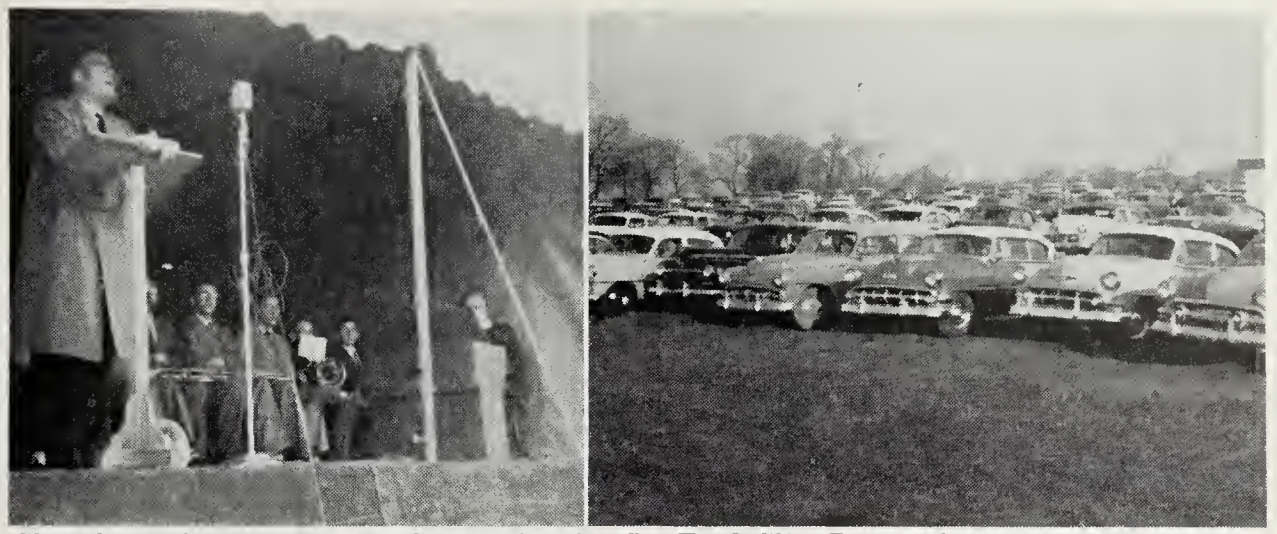
The Variety Club will go all out with city and county officials in plans for participating in the golden anniversary celebration of the Nickelodeon, June 5. Directing the exploitation of the 50th anniversary event is Dick Fortune, Harris Amusement Company. . . . The Stanley, Penn, and Harris carried the Marciano-Cockell boxing show via closed TV circuit, tickets being $3.50 and $5.

The Stanley Warner Melrose, Carrick, has been closed by poor business. . . . Joe Sferra, Liberty, Midland, has installed anamorphic lenses with a new wide-screen. . . . Tom Heickes, Sr., Aldine, Saxton, recently returned from the Cumberland Hospital, Cumberland, Md., where he had gone for observation.

Alf Burtnett, Moonlight Drive-In, Bedford, has entered several of his trotting horses in the Painsville, Ohio, meet. His brother Tom will do the driving in the actual running of the race. . . . Dean, Williamsburgh, has gone to one change per week Friday and Saturday.

The Altoona Symphony Society will sponsor several art shows at the Rivoli, Altoona, the first picture being Alec Guiness in "The Detective." These pictures will play first run Altoona, where normally this theatre follows downtown on all product. . . . Jake Silverman, veteran Altoona exhibitor, has sold his Washington drive-in to a local Washington exhibitor. . . . A son was born to Mr. and Mrs. Ben Weintraub, Detroit. She is the daughter of the Morris Rubins, operators, Art Cinema.

Sammy Speranza is reported leaving the Stanley Warner contact office to go into business with Tony Stern, former Stanley Warner booker, who left the organization several years ago. . . . The Central, Hermine, Pa., is closing June 1 and expects to reopen next October with anamorphic equipment. . . . Ralph P. Edleman, Mars, Mars, Pa., is now working for the Western Auto Supply Company as a television expert.



Church services held at the Super 66 Drive-In, Ford City, Pa., led by Rev. Max B. Conley, Appleby Manor Church, have recently built to capacity. Rex Serraro is manager of the spot.

. . . Family Drive-In, Mundy's Corners, Pa., is installing CinemaScope, and will be ready to show this product by May 15.

The Rialto and Lyric, Johnstown, Pa., returned to their old prices of 25 cents for adults and 15 cents for children. . . . Ranalli's Drive-In is now being operated by Al Ranalli while the drive-in is being picketed by the IATSE operator's union. . . . Less Chamberlain, Dale, Johnstown, Pa., has acquired a Boston terrier that should turn out to be a blue ribbon winner.

The Hendler Hotel, Johnstown, Pa., which serviced the salesmen for the past 30 years, has been sold and will pass from the Hendler family to a new operator. . . . Cliff Brown, Temple, Kane, Pa., has arranged for a special screening for the ministry in his area of "A Man Called Peter." . . . W. E. Anderson, Mount Jewett, Pa. exhibitor, has finally taken over the operation of the Huntington Drive-In, Huntington, Pa., from the Grance outdoor circuit.

In a new charity fund drive, Variety Club Tent One will award $18,000 in car values. . . . George Stern, Associated Theatre Circuit, was named as a director, Tri-State Drive-In Theatres Association, to replace Jack Judd, branch manager, local Columbia exchange, who recently resigned. John Robb's resignation was also accepted, and his board post was filled by Bob Thompson, Brookside Drive-In.

United Artists' Pittsburgh branch manager James Hendel, far right, was recently backed in the Bob Benjamin Drive by area exhibitors, left to right, standing, Herman Stahl, Oil City; Forrest D. Moore, Moore Theatre Service; Louis E. Hanna, general manager, Stearn-Hanna Theatre Service; John Muller, Sharon; Ernest Stern, general manager, Associated Drive-In Theatres; Bert M. Stearn, seated, president, Stearn-Hanna.

Trying to convert the Dependable Drive-In to an art policy did not work out and the theatre reverts back to a domestic policy. . . . One of the industry veterans, exhibitor Dan Kough, Opera House, Winder, Pa., celebrated his 92nd birthday. Due to failing health, he has been confined to his home for the past year.

Theatre Candy Company has secured the Silver Springs Drive-In, Silver Springs, Pa., concession stand for the coming season. . . . Mrs. Peter Profili, wife of the former Vestaburg operator, is ill at the Mercy Hospital . . . A star search contest is being sponsored by the Stanley, the Pittsburgh Playhouse, and the Sun-Telegraph newspaper with the showing of "East Of Eden." First prize is a trip to New York City and a full time scholarship to the Pittsburgh Playhouse. . . . Louis Ponsetto, who owned and operated the Strand and Warren, Apollo, Pa., recently died. He leaves a wife and family. By marriage he was related to Guy, Frank, and John Ogliette, who own and operate the Palace and Penn, Leechburg, Pa.

Kentucky

Harlan

Tom Williams, manager, Schine's Margie Grand, used a very simple, but effective gimmick recently on "Conquest Of Space." He bought 50 paper picnic plates and had gummed stickers made up with the following copy: "Flash! Man's Greatest Adventure. See how it will happen in your lifetime . . as man reaches his target for tomorrow! Will flying saucers attack earth? See how it could happen in 'Conquest Of Space' —(dates) at Schine's Margie Grand Theatre. If this number appears in the boxoffice Friday you will win free admission to see 'Conquest Of Space'." The numbered plates were thrown from the theatre roof onto the courthouse lawn, opposite theatre, the day before opening. Signs were posted around town with copy: "Hey, Kids, Look! Flying Saucers Launced From Top Margie Grand Today At Four P. M. With Free Passes. See 'Conquest Of Space'." A 40x60 in the in the lobby carried similar copy. The

BOXOFFICE STATEMENTS

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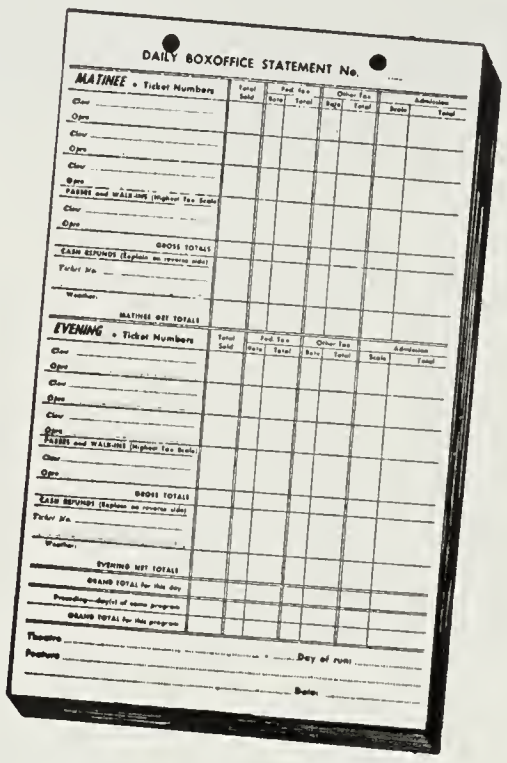

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The welcome mat was rolled out recently by Louisville, Ky., for starlets Laura Brook, Evelyn Dunn and June Edwards, who are touring on behalf of Columbia's "Three For The Show," which opened at Loew's.

stunt attracted plenty of attention for the picure and playdates and was most inexpensive. Ten of the 50 plates bore winning numbers, which were posted in the boxoffice window at the theatre. Williams also used an effective street bally. He borrowed one large and six small sections of sheet metal flues from a metal shop and got a boy to wear it, the larger section being used for the body and the six smaller sections for arms and legs. An old silk stocking was put over his head, with "antennae" and he wore rubber gloves and a sign plugging the picture. This attracted a lot of attention and got laughs as the downtown area was covered on Saturday afternoon when everyone was out shopping.

Lexington

Foster Liederbach, Schine's Kentucky, upon hearing of the popularity of the local TV station's daily 5:30 p.m. show featuring old Our Gang comedies, presented as the Little Rascals, presented the station manager with the idea of selecting the "Little Rascal of the Week." The manager went for this 100 per cent and put it into effect at once. Parents are urged to write in about some cute "good deed" their little rascal has done. Each week the best letter is picked to receive the "Little Rascal Award." The prize is a large, gaudy badge with the legend: "I'm the WLEX-TV 'Little Rascal Of The Week'." On the back is inscribed, "During the week of . . . . . the bearer and family will be admitted free at all Lexington Schine Theatres, plus all the free popcorn The Little Rascal can eat." This is plugged daily along with the various films shown on the TV program. The winner is presented on TV each week to receive his award, and the TV-Radio Guide does a story, plus announcements, of the winner each week. Theatres in other cities where a TV station is carrying the shows might be able to make similar tie-ups.

Louisville

John Nolan, who recently sold his interest in the Parkway Drive-In, here, after winding up his local affairs, plans to move to California. . . . Charlie Wells, Falls City Theatre Equipment Company staff, and quite a renowned bowler, recently competed in the American Bowling Congress tournament being held at Fort Wayne, Ind. While Charlie wasn't up to his usually good average, his score should stand up well enough to participate in some of the good prize money being offered. . . . The Crescent, dark for a great many months, is scheduled to be reopened as an art theatre.

Owensboro

The Twilite Drive-In, five miles south of Owensboro Bridge on Highway 231, had its grand opening. Free soft drinks were given with all fountain service. Features will be catfish dinners on Saturdays and chicken dinners on Sundays.

Ohio

Columbus

Survey of the needs of the central business area, released by City Planning Commissioner Ernest Stork, recommended construction of a 1000-car parking garage on the site of Central Market, near the theatre district, and construction of eight additional garages at strategic locations around the business district. . . . C. Harry Schreiber, recently-named promotion manager, Franklin County Veterans Memorial, has returned to assume his new duties. He will superintend the finishing touches on the $6,000,000 structure, scheduled to open Oct. 1. Schreiber resigned earlier this year as RKO city manager.

Edward McGlone, manager, RKO Palace, announced the booking of Walt Disney's "Davy Crockett, King of the Wild Frontier" for the week of June 16.

Louis K. Sher, owner, Bexley Art, here, has acquired the Little, Yellow Spring, O., and the Crescent, Louisville, Ky. Sher also operates the Cleveland Heights Art, Cleveland. He is planning to acquire additional theatres in other cities. Richard Packer, assistant manager, Bexley, has been named manager, Little, which will be operated on a split policy of art and commercial features. The Crescent will be an art house.

Lou Holleb, general manager, In-Town Auto Theatre, suburban Whitehall, hopes to open the new outdoor house soon. The In-Town has been under construction for several months.

Dayton

Harry Good, Salem Drive-In, is a new member of the Independent Theatre Owners of Ohio, it was announced by Robert Wile, ITOO secretary.

Piqua

William H. Bean, assistant manager, Schine's Piqua, is celebrating the start of his 12th year in show business.

Portsmouth

The Scioto County Grand Jury refused to return an indictment against operators of the Chez Paree, night club in nearby Wheelersburg in which bingo games were operated. Sheriff Burl Justice and Prosecutor William Harsha, Jr., had asked for a grand jury investigation.

NEWS OF THE Territory

Chicago

Movie attendance in April zoomed ahead again according to the city tax collection report. The take for the month was $95,307 as against $88,743 for that month last year. Total amusement taxes in April were $155,560 and for that period in 1954, $150,350. . . . The gown worn by Lana Turner in "The Prodigal" was modeled by Betty Jo Taylor, "Miss Bronze America," at an Urbanaide style show. . . . Richard J. Storck, of White Way, died, leaving his wife, a son, and a daughter. . . . Harry Coleman, reopening the old Royal, Evansville, Ind., renamed it Lincoln Palace. Luther Cabbage will manage, with Art Taylor as advertising and personnel manager.

Max Roth, Capitol Film Company, secured distribution of "Gang Busters" for first runs in 33 suburbs. . . . Danny Kaye was honored by the Chicago Council on Foreign Relations at an annual World Understanding Awards luncheon. A special citation was voted him for his movie, "Assignment Children." Unable to be present because of Hollywood duties, the award was accepted for him by Irv Kupcinet, columnist, who is popular among theatremen for his continuous cooperation.

George Nikolopulos, associated with the Van Nomikos Circuit, is celebrating his 25th year in the industry. He oversees the Embassy, Empress, Grand, Olympic, Parkway, and Villas. . . . Irving Tombach, field man operating out of Cincinnati for Warners, came to attend the funeral of his mother. . . . Mr. and Mrs. Harold Abbott came from their Arizona home to visit their Abbott Theatre Equipment Company here.

Richard J. Finnegan, 70, honorary member of Variety Club and board chairman, La Rabida Sanitarium, Varicty's principal charity, died in Evanston hospital after a few day's illness. He made notable contributions to La Rabida in the fight against childhood rheumatic fever. Starting 55 years ago as newsboy and reporter, he rose to publisher and finally consulting editor, Chicago Sun-Times. His funeral was largely attended by Variety members. Surviving are his widow, two daughters, a son, and 11 grandchildren. One of his brothers, Philip Finnegan, is a judge in the U. S. Court of Appeals here.

The visit of Jimmy Stewart and his wife, Gloria, who came to exploit "Strategic Air Command," was given a large sendoff party by John Balaban, B and K chieftan. The picture is being presented at the State-Lake, via horizontal VistaVision. . . . Helen M. Stone, 90, former Stone manager, Flint, Mich., died.

Hearings in an action alleging decree violations in the Towne, Milwaukee, antitrust suit, open May 28 before Master-in-Chancery James T. Carey, Jr., who was appointed by Federal Judge Julius Hoffman. . . . James Coston, circuit head,

At the United Artists' exchange in Chicago, from left to right, Harry Goldman, UA branch manager; Harry Lustgarten, film buyer, Balaban and Katz; and Dave Wallerstein, vice-president and general manager, Balaban and Katz, are seen discussing "Vera Cruz" during the recent Bob Benjamin drive.

Col. Henry Crown, former Columbia director, and Lawrence F. Stern, theatre financier, were appointed trustees of the Cancer Research Foundation, University of Chicago.

A double silver anniversary celebration at the Belmont honored manager Myron Mandy's 25th year with Balaban and Katz and the opening of the theatre. Mandy started as an usher at the house. Singing by the audience, popular at movies years ago, was revived. John Balaban, B and K prexy, left in the midst of a swank party he gave for Jimmy Stewart to take the Belmont stage, laud Mandy, and preside at a cake cutting ceremony. Saturday morning, a special anniversary free movie party was presented for children.

Ted Regelin, Gateway manager, was checking Saturday night receipts for collection by Brink's Express when he discovered that $1,750 was missing. He tried immediately to contact an assistant who had been on the job but two weeks, and had made up the deposit, but found him missing. Police discovered that the fellow had left his living place without a trace. The bonding company that had covered him is now busy.

Stars on some of the boxes of buttered popcorn that were good for a pass boosted sales for Richard Kubick and William O'Connell at their Highland.

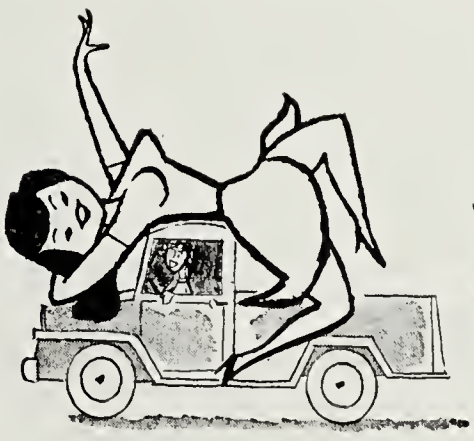
Arthur Goldberg, B and K attorney, and Douglas Kennedy, Great States, went to St. Louis for conferences. . . . Wayne Langton resigned from Sarra Studios to become vice-president and general manager, George Ryan Films, Inc., St. Paul, Minn.

Settlement conferences are being held by theatre attorneys Simon and Collen, and lawyers for majors, in the $450,000 anti-trust suit brought by Alice, Katina, Anastasia and Plato Panagotacos, owners of the Park, Johnstown, Pa. The complaint alleges the Park was denied second-runs and had to show thirds.

Ben Cohen, Chicago Tribune show artist, resigned to engage in freelancing. . . . Columnist Irv Kupcinet was able to take, through contributions, 500 Chicago-area vets on his annual Purple Hearts Cruise. . . . W. Herschell Eichhorn, owner, Roxy, Mounds, Ill., and 51 Drive-In, Cairo, Ill., was elected a director of Missouri-Illinois Theatre Owners, succeeding Regina Steinberg, who sold her Madison, Madison, Ill., to Pete Malek.

Thirty cuts were made in the 74 films scanned by the police censor board in April. Adult rating was given 25 but there were no rejections. Footage of the films was 448,000. . . . WBKB is ogling its original base in the State-Lake theatre building from which WBBM-TV is moving to the Chicago Arena next spring.

The death of Bill Pine shocked his many friends here, particularly Bill Hollander, Balaban and Katz press chief, under whom Pine was given his first steps in movie



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business. He was one of several Hollander-proteges who met with success in Hollywood.

The social side of Variety Club was heightened by a bingo game with free refreshments, for members, wives and guests. Following will be another gin rummy tournament at which the championship of Sylvan Goldfinger, general manager, Loop and Carnegie, will be contested. Open House will be held on May 14 with a "Let's get acquainted" spirit. Stag nights are on Wednesday with refreshments "on the house" and viewing of fight broadcasts.

Tom Flannery, White Way Electric Sign and Maintenance Company, was chosen to erect steel awnings around the extensive frontages of Hotel Sherman. The illumination underneath the awnings makes the spot one of the brightest in the city.

Eddie and Sam Trinz, pioneer founders of a Chicago movie chain, are celebrating their 50th anniversary in show business. In 1905 the boys started with their father, Henry, who opened the Electric, Milwaukee, the city's second nickelodeon. At that time, Chicago had only seven movie houses. Bruce Trinz, of the third generation, is carrying on the family tradition as general manager of the Clark.

The Rogers Park penthouse, residence of Danny Newman, was ransacked by burglars during his trip to Israel where his wife, professionally known as Dina Halpern, is appearing in and directing plays. Dresser drawers were spilled on the floors in search for valuables. Police believe the job was the work of professionals, since suits and gowns were left untouched. As Newman is thousands of miles away, his staff here decided not to cause him worry by notifying him of the break-in.

A whole color page in the Chicago Daily Tribune was used by B and K to advertise the opening of "Strategic Air Command" at the State-Lake. . . . Bernard Wacholz was named 57 Outdoor manager, Farina, Ill. . . . The Holly was incorporated by owner N. Klaman. Sol Best is manager. . . . Larry Stein, Oriental publicist, took a Florida vacation.

"Cinerama Holiday" will replace "This is Cinerama" with a midwest premiere June 15 at Eitel's Palace. Douglas Helgeson, managing director, Chicago Cinerama Corporation, estimates that "This is Cinerama" will have been seen by more than 1,750,000 people with all-time box-office record of $3,500,000 in the 99 weeks of continuous production. Through Eitel, The Peacock Camp for Crippled Children will receive the proceeds of the premiere. The new picture will not be shown elsewhere within a 300-mile area.

Tom Riordan, soon to graduate from Loyola University with a degree in education, earns tuition with week-end managerial duties at B and K theatres. . . . Lee Foley, for 35 years producer, director, and actor, joined Kling Film Productions. . . . Leon Waltz, Ovid owner, Ovid, Mich., suffered a broken hip. . . . While Hector Bishop, Coronet manager, is ill at home, Bob Kraft, Valencia manager, is taking his place. Assistant John Stumbaugh is filling in for Kraft.

Phil Isley, seated, head, Isley Circuits in Texas and California and father of Jennifer Jones, recently checked over the Bob Benjamin drive product with United Artists' Dallas branch manager Duke Clark.

Dallas

Potsy Miller, Southwestern, has been home with the measles. . . . A surprise birthday luncheon was given for Helen Jane Hahn, Colonel H. A. Cole's secretary. Those attending included Jean Spoonts, Potsy Miller, Evelyn Neely, Karen Allen, Doris Hart, Virginia Simmons, Joyce Smith, Sue Benningfield, and Helen Janc Hahn. . . . Mark Hatchl, formerly with Southwestern, has now moved to Alaska. . . . The Rice Drive-In, El Campo, Tex., is installing a Manco-vision screen.

Charles E. Darden, Darden Company, and John Rowley, Rowley United, attended the Variety Club convention in Los Angeles. . . . The new officers for the Dallas Chapter of WOMPI have been elected, and will be installed in June. They are Lorena Cullimore, Columbia, president; first vice-president, Loia Chaney, Interstate; second vice-president, Joyce Smith, Southwestern; treasurer, Jo Bailey, Allied Artists; recording secretary, Louise Clark, Trans-Texas; and corresponding secretary, Marie Russey, 20th-Fox.

Yvonne De Carlo and Zachary Scott, stars of Allied Artists' "Shotgun," made three personal appearances on the stage of the Majestic. . . . Funeral services were held in the First Baptist Church of Gladewater, Tex., for John Franklin Bray, 49, former Dallasite and motion picture star.

Calvin Orr Slaughter, 55, manager, Pyramid Drive-In, Beaumont, Texas, died from a heart attack. Stricken in his apartment at the drive-in, he was dead on arrival at Baptist Hospital. He is survived by his wife, one daughter, three sisters.

Denver

J. Don Alexander, 70, president, Alexander Film Company, Colorado Springs, Colo., died in a Colorado Springs hospital of a heart ailment. Manufacturing films for screen advertising in theatres, as well as television films, the company employs 600 people. Alexander started in screen advertising while still in his teens in Keokuk, Iowa, with a kerosene burning projector, and moved successfully to Spokane, Wash., Englewood, Colo., and then to their present location. Alexander was a member of the executive council of the International Screen Advertising Services. He is survived by his wife and two sons, both officials of the company.

The local United Artists exchange, headed by M. R. Austin as manager, expects to rank high in the final standings for "United Artists Week," July 1-7, the object being at least one United Artists film in every theatre during that week. . . . Theatres of Wyoming, Inc., are building a 750-car drive-in, to be named the Terrace, at Casper, Wyo., with the opening date set for sometime in August.

Ivy Pullos is the inspectress at the newly set up inspection room at Realart-Dimension Pictures exchange. . . . A 15-member team from the MGM studios is in western Colorado to do preliminary work on "Jeremy Rodock," which will be filmed in Montrose county. Filming is scheduled to start June 1 with Spencer Tracy to be the star. . . . Lester Zucker, district manager for U-I, was in for conferences with Mayer Monsky, branch manager. . . . Monica Farrell, booker secretary, U-I, was on jury duty.

Frank J. Murphy, 67, formerly Paramount booker here, in Salt Lake City, and Butte, Mont., later salesman for Paramount in Montana, died in a Denver hospital following a heart attack. . . . Elden Menagh, owner, Big Top, Fort Lupton, Colo., has taken over and reopened the closed Lake, Johnstown, Colo., renaming it the Star, which was the former name of his theatre in Fort Lupton.

Los Angeles

James Schiller, Allied Artists' exploiteer, took off for San Francisco to handle an opening of an AA production at the United Artists. . . . Fred Stein, Metropolitan Theatres, was back in town after a business trip to Denver and Salt Lake City. . . . Leon Blender, Realart salesman, has been upped to the post of branch manager. . . . The O.E.I.U. 174 completed negotiations for a new contract covering the office workers in all of the major film exchanges, which calls for a wage increase in all job classifications and a 37½-hour work week.

Milwaukee

Mrs. Marion Hvasta, manager, Towne, since December, 1952, has resigned and with her husband will move to Riverside, Cal., where her elderly parents live. Her successor is Joseph Reynolds, veteran local and Chicago theatre manager.

Minneapolis

About 400 exhibitors from Minnesota, North Dakota, South Dakota, Wisconsin, and the Canadian provinces of Manitoba and Ontario attended MGM's Ticket Selling Workshop May 4 at the Nicollet Hotel, following the North Central Allied convention. Speakers were Mike Simons, MGM director of customer relations; Emery Austin, MGM director of exploitation; Joseph Bugela, Greensburg, Pa., exhibitor; Vic Sicilia, Muncie, Ind., exhibitor; James Gaylard, Troy, Ala., exhibitor; Paul Ricketts, Holyrood, Kans., exhibitor; and Ivan Fuldauer, MGM Midwest press representative. Speakers gave ticket selling

ideas and told the exhibitors how to get more people in their theatres. A luncheon was served, compliments of Coca-Cola Bottling Company and MGM.

Claire Barto, district manager's secretary, MGM, was married to Lloyd W. Schneider, St. Paul. After a honeymoon in Colorado Springs and the Black Hills, she will resume her position at the exchange. . . . Hilltop Drive-In has a new wide-screen made of fluted aluminum reputed to be free of imperfections. All seams are completely sealed, adding clarity and depth to the picture.

Mrs. Jane Hoover, operator, Palace, Gettysburg, S. D., will open a drive-in there in June. . . . Chick Evens, 20th-Fox midwest exploiteer, was in for "Daddy Long Legs," State. . . . M. A. Levy, 20th-Fox midwest district manager, was in Milwaukee on routine business. . . . Ben Berger was reelected president, North Central Allied, at the association's annual two-day convention at the Nicollet Hotel. Other officers are E. L. Peaslee, Stillwater, vice-president; Burt Parsons, Springfield, Minn., secretary; Henry Greene, Minneapolis, treasurer; and Stanley D. Kane, executive counsel. The convention adopted a resolution calling for federal control of prices which film companies may charge theatres for films.

Oklahoma City

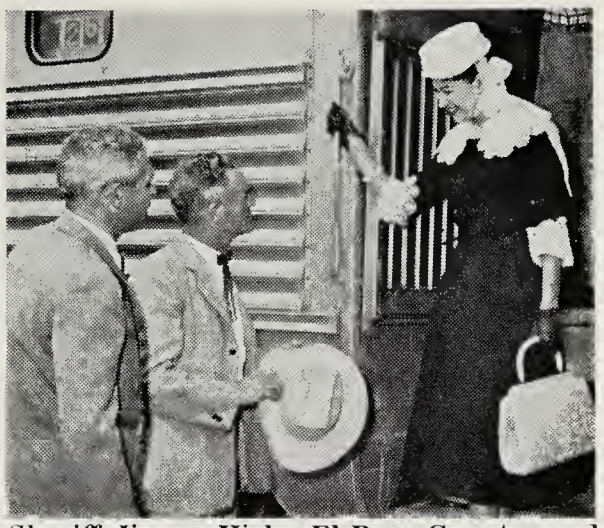
Mrs. Melba Keel, Paramount biller, is back at work after having a minor operation on her feet. Mrs. Delveta Armstrong, former Paramount biller, came back and worked a week while Mrs. Keel was off. . . . The mother-in-law of Mrs. Ernestine Fowler, Paramount report clerk, is in the hospital suffering a heart attack.

Duke Clark, former district manager, Paramount, and now with United Artists out of Dallas, was in for a visit. . . . Bob McKissic, Paramount shipper, is vacationing. . . . Barbara Greggs, bookkeeper and assistant cashier, Columbia, and Leonard Humphreys, booker, Columbia, were married in the Crown Heights Christian Church.

Mrs. Dean Asher, daughter of Blanch Camp, assistant cashier, Paramount, has been visiting her mother for the past five weeks. She has now gone to Great Bend, Kans., to visit with her in-laws, Mr. and Mrs. Vernon Asher, for a week, then she will fly back to Fort Lewis, Wash., to join her husband who has been on maneuvers on Rattle Snake Ridge in Yakima, Wash. . . . Mrs. Fern Rice, wife of Rodger Rice, publicity man, Video Independent Theatres, is now convalescing at home after a major operation.

Vance Terry, Woodward and Terrytime Drive-In, Woodward, Okla., was in Albuquerque, N. M., visiting his wife who is confined in a hospital there. . . . Seibert Worley, Liberty and Texas, Shamrock, Tex., is opening the Pioneer Drive-In, Shamrock. . . . The Bearcat Drive-In, Erick, Okla.; the Derby Drive-In, McLean, Tex.; and the Mustang Drive-In, Wheeler, Tex., opened.

Amos Page, Avalon, McLean, Tex., just returned from a fishing party at Lake Texhoma. . . . John G. Bradley has sold



Sheriff Jimmy Hicks, El Paco County; and Ellanay Theatre manager Bill Bohling, recently greeted Allied Artists' star Yvonne De Carlo upon her arrival for the premiere opening of AA's "Shotgun" in the southwest area.

the Grotto, Turley, Okla., to Mrs. Juanita M. Miller, Tulsa, Okla. The Charles Smith Booking Agency will do her booking and buying. . . . The tower of the Bar T Drive-In, Prague, Okla., was blown down by a strong wind.

St. Louis

The Fanchon and Marco-St. Louis Amusement Company has dropped the art policy at the Hi-Pointe. That house has returned to the former subsequent-run policy. In the meantime, the circuit continues the use of art pictures at Shady Oak, Clayton, Mo.; the Richmond, Richmond Heights, Mo.; and the Pageant.

The pension plan for members of Moving Picture Operators' Local 143, IATSE affiliate, has progressed so that area theatres are now contributing five percent of the wages for projectionists into the pension fund. The fund, which has been approved by the Internal Revenue Bureau, is to be administered by trustees: Louis K. Ansell, Ansell Brothers Theatres, and James H. Arthur, president, Fanchon and Marco Service Corporation, for the employers, and Robert Tomsen and Phil Murphy for the union. It was provided for under the five-year contract of the union dating from Nov. 1, 1954. On Jan. 1, 1957, or when $50,000 in the pension reserve has been accumulated, whichever is earlier, members of the union who have reached 65 years will be eligible for a pension of $75 a month. This, of course, would be in addition to their Social Security benefits. Retirement at age 65 would be voluntary. The union has about 220 members and it has been estimated that within five years 50 may be eligible for pensions. The plan is actuarially sound, its intricate details having been worked out by Donald B. Warren, Nelson and Warren, actuaries.

In Lovington, Ill., the Town, owned by Hal Bowers, has been closed due to a booth fire which badly damaged the projection machines and other equipment. Reopening date is indefinite.

Members of St. Louis Loge 19, Colosseum of Motion Picture Salesmen of America, are scheduled to meet on May 21 in the Xavier Room, Melbourne Hotel, to take up various matters of interest to the organization. . . . The mother of Bob Lightfoot, Allied Artists' salesman, died at Oklahoma City. Mrs. Lightfoot, who was 75, had been in poor health for some time. She also is survived by two other sons.

The recent benefit for the Amusement Employees Welfare Fund of St. Louis and St. Louis County, George H. Ware, retired 20th-Fox salesman, chairman, proved very successful. Gross receipts were $976 and expenses $288.23, leaving a net of $687.77. The fund now has a working balance of $1542.57. It has already given financial assistance to several persons in the amusement business, including some workers on Film Row. The fund makes temporary emergency loans on very reasonable arrangements. Repayments have been excellent.

William C. Earle, Jr., and Harry Hoff, National Theatre Supply, and their wives returned after spending several days in New Orleans as the guests of the company. In the Crescent City they were joined by four other couples from other cities in the National Theatre Supply's southern territory who also were winners in a sales campaign conducted earlier in the year.

Jill Paula Emas was born in St. Luke's Hospital to the wife of Bill Emas, Universal-International. . . . Barbara Jean Newsham checked in at six pounds, two ounces, at DePaul Hospital. Her father, Joe W. Newsham, is on the staff of the St. Louis Theatre Supply Company. . . . Loew's State will be among the theatres showing the TV closed circuit telecast of the Marciano-Cockell world's championship heavyweight fight May 16. General admission will be $3.50 and loges $4, both including the federal and state taxes.

Paul L. Krueger, president, Fred Wehrenberg Theatres, had a lot of fun as he toured the down town section accompanied by Arthur K. Atkinson, president, Wabash Railroad, aboard the kiddie train of the circuit's South Twin Drive-In. The motorized playgrounds train is modeled after the Wabash Railroad's crack Blue Bird that travels between St. Louis and Chicago daily. It was a fine bit of showmanship and attracted the attentions of thousands of persons. The South Twin had a gala grand opening to celebrate the completion of its playgrounds and all other facilities.

The Bloomer Amusement Company's Starview Drive-In, Belleville, Ill., put its widened screen and CinemaScope equipment in operation. The screen is 115 feet wide. The drive-in also has a remodeled concessions department that includes a cafeteria-type horseshoe concessions bar that is 55 feet long and designed to speed up service. The concessions bar was furnished by National Theatre Supply.

National Theatre Supply is providing a 40-foot concessions bar of cafeteria-style for the new 500-car drive-in near Marion, Ill., that will be owned and operated by Stewart Cluster, Johnston City, Ill. . . . Harry Wald was the winner and Ben Mandel runner-up of the Variety Club's recent first annual gin rummy tourney conducted in the club's headquarters in the Chase Hotel.

A couple of tornadoes ganged up on the Sikeston Drive-In, Sikeston, Mo., owned by Mrs. O. W. McCutcheon, Blytheville, Ark., and their combined efforts have put

the 450-car theatre out of business until the necessary repairs can be made. The first twister struck the screen tower from one angle and almost blew it completely over. The next morning another tornado moving in a different direction blew the screen back into position but continued its force until it had been blown to the ground. The theatre marquee also was blown down, as was most of the fence. Damage to the concessions and projection building was of a minor nature, it is understood.

It is reported here that Louis Wiethe, Cincinnati, an honorary member of the Colosseum of Motion Picture Salesmen of America, is to receive a 1955 Cadillac for his personal contribution to the national organization. . . . C. D. Hill, Columbia manager, was out in the territory calling on executives of important circuits.

San Antonio

The San Antonio Federation of Catholic Parent-Teacher Clubs will sponsor the showing of "The Immortal City" here at the Josephine, May 18 to 24. It's a documentary film about Rome filmed in Technicolor. . . . Students at Trinity University here gifted Lynn Krueger, manager, Majestic, with a cigaret lighter engraved with his name at a special midnight screening of "A Man Called Peter" to which the students were invited.

Milton Lindner, salesman, National Screen Service, Dallas, was in calling on local exhibitors. . . . The Varsity Drive-In is accepting passes each Monday night which are issued by other San Antonio drive-ins. . . . A real live burro is being given away at the Hi-Park Drive-In each week. With each adult ticket purchased at the boxoffice goes one chance on the burro. . . . With the annual Fiesta San Jacinto closing up for another year, there was a noticeable drop in attendance at local theatres due to the carnival attractions set up in the center of the city and several free attractions that were offered to the fiesta crowds.

Work is expected to get under way here and at Bandera, Tex., on the filming of at least 60 television films and approximately 15 full length movies at the Mayan Bar M Dude Ranch. All except eight of the theatre films will be made by Michael Miluck Productions through the facilities of Big D Film Laboratory, Dallas.

Lee J. Cobb, Barbara Hale, Edward Arnold, and a host of other movie makers converged on Houston, Tex., to start location filming of "The Houston Story," a drama about oil hi-jackers. . . . Funeral services were held at Gladewater, Tex., for John Franklin Bray, 49, former Hollywood actor. Bray died while on a visit to his former home town. He retired about a year ago. . . . "Carmen Jones" was the first CinemaScope presentation at the Majestic, Abilene, Tex., following the installation of the new equipment.

The Dunbar, Temple, Tex., had its roof caved in by a vicious storm. There were about 15 patrons in the Dunbar who escaped without injury. . . . A new wide-screen and CinemaScope equipment has been installed at the Midway Drive-In, Weimar, Tex., according to J. D. Blinka, owner and manager.

A new wide-screen has been installed at the Nixon, Nixon, Tex. . . . L. H. McKibbon, manager, Jefferson Amusement Company, Port Arthur, Tex., has announced that facilities for CinemaScope and SuperScope have been installed at the Strand. The Peoples, oldest Port Arthur theatre, is being closed by Jefferson because of a lack of film products. The circuit offices are being moved from the People to the Sabine. . . . Melvin J. Savoy, owner, Joy, Vinton, Tex., has completed a redecorating program, including the installation of CinemaScope.

The Don Drive-In, a twin screen drive-in with two separate film programs, has been reopened at Port Arthur, Tex., according to Wayne Horton, manager. Prices have been reduced at the Don and at the Strand, a conventional theatre. Prices at the Don were reduced from 60 to 35 cents for adults or 80 cents per car load. The Strand reduced its prices from 60 cents for matinees and 65 cents for evening shows to 45 cents anytime. . . . The Lamar, Richmond, Tex., has been opened after extensive remodeling and construction work, according to Jack Cole, manager. A new wide-screen and stage the complete width of the building has been installed, CinemaScope added, and the air conditioning system improved.

The Dale, Stockdale, Tex., has installed CinemaScope, according to Leon D. Glasscock. . . . Bill Taylor, formerly with the Interstate Theatre Circuit, Wichita Falls, Tex., has been named manager, Pershing, El Paso, Tex. Howard Armstrong, former manager, Pershing, has been transferred to the State as manager. CinemaScope and stereophonic sound were recently installed at the Pershing.

More than 500 out of 1,400 theatres in the state have already contributed money to the national committee spearheading the concerted drive against the subscription TV movement, according to Julius Gordon, chairman of the Texas Exhibitors Committee against Pay-as-You-See TV. Gordon, in a letter to all exhibitors, pointed out that a long drawn out battle is in prospect and that the only source of revenue will be from the exhibitors and urged them to contribute their pro rata share. Most of the major circuits in the state, Interstate, Rowley United, Jefferson Amusement, Frontier Theatres, Video Independent Theatres, Ezell and Associates, Phil Isley Theatres, the Blankenship Circuit, Tri-State Theatres, and Leon Theatres have already turned in their contributions. Gordon expressed belief that all of the Texas exhibitors would respond to the call for aid.

Ed Murrow has selected the Trail Drive-In, Houston, Tex., as the subject for one of his TV "Person-to-Person" telecasts, according to Jack Farr, owner. . . . T. J. Simpson, theatre manager, Mortan, Tex., suffered a broken pelvis recently when he backed his horse into a fence and was thrown to the ground, the horse falling on top of him. . . . John N. Hopkins, manager, Tower, Post, Tex., has revealed that a new wide-screen has been installed. . . . The heavyweight championship fight will be carried by a number of theatres in Texas on closed circuit on May 16. They include the South Park Drive-In and Jefferson, Beaumont, Tex.; the King Center Drive-In and Kirby, Houston, Tex., and the Tower, Dallas.

Orin J. Sears has taken over the operation of the Texas, Ysleta, Tex. He formerly operated the Apache, Elida, the Mesa, Tatum, and the Apache, Loving, N. M. . . . The Starlite Drive-In has been reopened at New Boston, Tex., with a giant wide-screen, CinemaScope, VistaVision, Superscope and Natural Vision. The drive-in was closed since March 1 for remodeling the screen tower and installation of CinemaScope equipment. . . . Harold Griffith of the Market Street Drive-In, Houston, Tex., is the proud father of a baby son. . . . CinemaScope equipment has been installed at the Tower Drive-In, New Braunfels, Tex., which is operated by Mrs. L. G. Hill.

Seattle

Sterling Theatres, Inc., plans to build a $1,000,000 recreation center south of Seattle on U. S. Highway 99 to be known as the Lewis and Clark Center. Facilities will include a 2,100-seat indoor theatre, a 32-lane bowling center, parking space for 1,200 automobiles, a snack bar, soda fountain, etc. Other facilities are to be added later. The center is expected to be open for business by fall.

Filmorama, a recently developed 16mm. wide-screen process using a 38-foot wide screen and a lens akin to that used in CinemaScope, made its debut in Seattle at the newly renovated Moore. A large crowd witnessed the preview of the as yet unfinished theatre. Final touches are expected to be completed for the grand opening May 24 when "Pajama Game" opens for a 10-day run. For the preview opening, theatre manager Hugh Becket introduced George Perkins, Filmorama narrator, who showed his "Highlights of Europe" film.

Seattle men meeting with Montana Theatre Owners in Billings, Mont., were S. F. Burns and Lee Scott, Modern Theatre Supply, and William Stahl, National Theatre Supply. . . . Mid-State Circuit representatives from Chicago, John Doerr and Pete Panages, together with Ed Hickey and Howard McGhee, Walla-Walla, Wash., were in Seattle this week. . . . Paul D. McElhinney, Republic, was in Spokane, Wash., on business. . . . Bill Duggard, Columbia Basin Theatres, was in town.

Ed Cruea, Allied Artists, was in Yakima, Wash., and Portland. . . . R. J. Anderson, Burien, Burien, Wash., together with Mr. and Mrs. Paul Grunewald, just returned from an extended motor trip to New York and the east coast. . . . Mr. and Mrs. William Evans, Avon, Bothell, Wash., were in town. . . . Chris Poulson, Denali, Anchorage, Alaska, was on Film Row, as was Mr. and Mrs. H. N. Aldrich, Avalon, Bellingham, Wash., and Howard McBride, Granada, Spokane, Wash. . . . Booking secretary Mariellen Feaberg, 20th-Fox, resigned and returned to her home in Sedro-Wooley, Wash. . . . The new owner of the Yelm, Yelm, Wash., is James W. Bailey.

NEWS OF THE Territory

Boston

A toned-down version of RKO's "French Line" has been accepted for Sunday showings in the Commonwealth by Otis M. Whitney, Commissioner of Public Safety, and for showings in theatres in Boston by its mayor, John B. Hynes. These men and other city and state officials viewed the new version, giving their sanction to the new dance sequence in which Jane Russell is seen in long shots instead of the original closeups. The Mayor of Lynn, who had banned the film in its original version for showings in his city, was not present at the screening. Should he follow along with Hynes and Whitney, which is expected, the RKO case may be withdrawn from the courts.

Gerald M. Palmier, former general manager, Eastern Drive-In Theatres of New Jersey, has resigned to accept an appointment as district manager for Smith Management Company, it was learned from Richard Smith, vice-president. A veteran theatreman, Palmier had been an executive with Warner Theatres before joining Eastern. With Smith Management, he will supervise all its theatres in the states of New York and New Jersey.

Harold Rosenberg, New York, is the new booker at the Warners exchange replacing Eddie Barry who resigned to enter another field of business. . . . At the RKO exchange, Joe Abramo has been transferred from National Screen Service as a booker, replacing Richard Oberman who moved over to Embassy Pictures as a salesman. . . . Over at Embassy, Mrs. Marjorie Green has been added to the bookkeeping department where she is handling the drive-in accounts exclusively. Frances Greenberg had been in charge of the bookkeeping for the ozoners.

Chester Currie, who was operated on for a hernia recently at the Veterans' Hospital, Providence, is taking it easy for a week or two at his Pawtucket home. . . . Another honor has been bestowed upon George Roberts, treasurer, Rifkin Circuit. Having just stepped down from the presidency of the Sentry Lodge, B'nai B'rith, he was installed this week as the first vice-president, Greater Boston Council of B'nai B'rith, and is the only industryite on the official board of directors.

Loew's State and Orpheum will show a Massachusetts Department of Commerce film entitled "A Massachusetts Holiday." This is believed to be the first time that a film produced by a state agency has played in a major theatre to help educate viewers as to the vast vacation resources available to them. Taking the audience by air, rail, water, and on foot, the film points out the historical, scenic, and recreational advantages of the state throughout the four seasons. In color, the film has a musical background of original ballads. Charles E. Kurtzman, northeastern division manager, Loew's Theatres, Inc., was so impressed with the film when he first saw it that he requested Commissioner of Commerce Richard Preston's permission to present it at his twin theatres as a public service.

Sympathy is extended to Louis Josephs, film salesman, Bay State Film Company, in the death of his wife, Mrs. Leah Josephs, whose funeral was held at Solomon Funeral Home, Brookline. She died following a lingering illness and is also survived by a son, Emanuel L. Josephs. . . . Peter A. Lajoie, son of Leo A. Lajoie, manager, Capitol, Worcester, for New England Theatres, Inc., is one of the 18 students chosen by the Worcester Foundation for Experimental Biology for further study this summer at the Shrewsbury foundation. This is a newly established precollegiate science program in cooperation with St. Mark's School in Southboro. A student at Wachusetts Regional High School, Peter is planning to enter medical school following his graduation from high school.

Reports from Orlando, Fla., have reached this area that the address given there before the MGM Workshop group of Florida exhibitors by Charles E. Kurtzman, northeast division manager, Loew's Theatres, was received enthusiastically. An ebullient personality, Kurtzman spoke on community relations and film exploitation, telling of some of the successful campaigns used in his district. Kurtzman has signed for a week's presentation at Loew's State, Boston, for Alan Freed's musical "Rock 'N Roll" show as a direct appeal to the jazz lovers. It will be coupled with AA's "Treasure of Ruby Hill" and will have Symphony Sid of Station WBMS as emcee from the stage. Following its engagement here, the stage show moves to Loew's State, Providence, for three days in that city.

The Rifkin Circuit reopened the Cod Drive-In, Falmouth, Mass., for its second season, playing first-run films. Harold Glecken is the new manager. . . . Myer I. Ruttenberg has sold a deal of plastic housewares to ATC's Central, East Boston, starting in June.

The news of the birth of Michael Sean Pierce in Santiago, Chile, caused rejoicing to Eleanor Ahern, office manager, Columbia, and Catherine Ahern, secretary to H. C. Taylor, RKO, as the baby is the son and first child of their nephew, Arthur F. Pierce, who is with Columbia International in that South American country. . . . Larry Laskey, who was ordered to rest by his doctors, is now back at his office at E. M. Loew Theatres on a regular schedule.

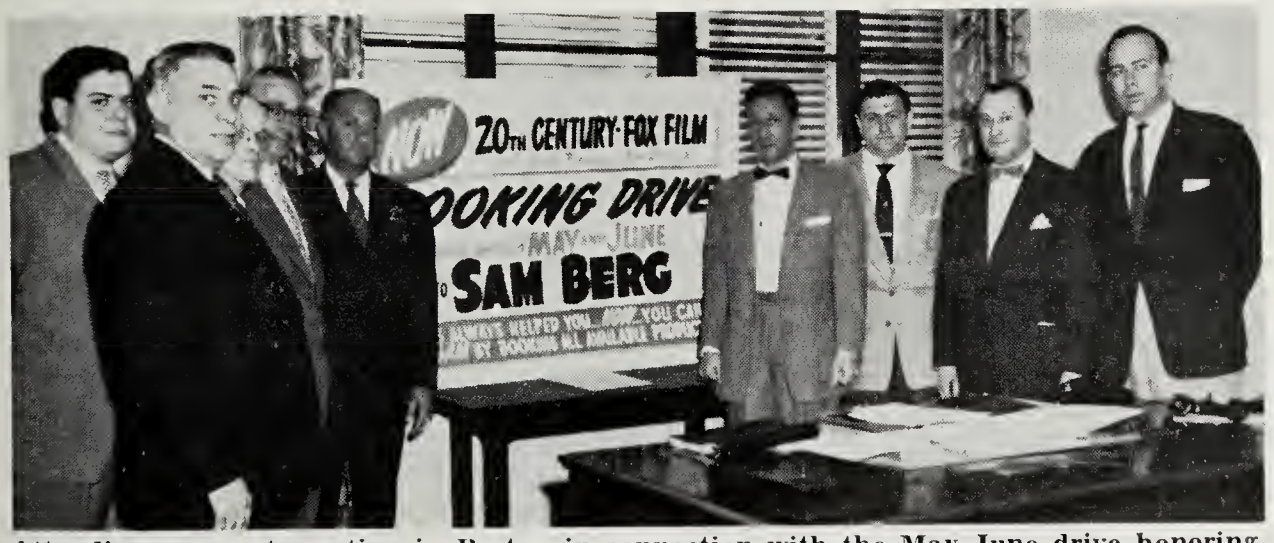
Eliminations announced by the Bureau of Sunday Censorship included: "Heart of the Matter," parts 1 to 11 (Deletions: Eliminate dialogue, "Since my last confession to you a month ago, I have committed adultery many times," in part 10). (English-made). (Regal).

Fine Asks N. E. Exhibs To Support CP Drive

BOSTON—Hy Fine, the motion picture industry's New England chairman for the United Cerebral Palsy Assoeiation, appealed recently to his "fellow showmen" for cooperation in the eurrent UCPA fund-raising drive. Fine pointed out that there is no eure for the victim of eerebral palsy, and that sueh brain injury ean oeeur prenatally or at any time during life in any one of many ways. He added, however, that seienee has devised a means of training normal parts of the brain to do the work of the injured tissue, making it possible for those who eannot coordinate their museles of speeeh and loeomotion to beeome self-sufficient, instead of being the objeets of pity and even derision.

To buy equipment, establish elinies, and train personnel, funds are needed desperately, Fine said. He urged exhibitors to show the eerebral palsy film trailer and to eol!eet voluntary contributions, either by audienee or lobby soliciitation. At drive-ins he suggested car-to-car eanvassing, or workers to man coin boxes at the exits from coneession counters.

The chairman announced that $120,000 has been contributed through New England exhibitors in the last five years, and called for another all-out effort this year for the UCPA, to whieh all eheeks for monies eollected should be made out.



Attending a recent meeting in Boston in connection with the May-June drive honoring Sam Berg for his 40 years of service with 20th-Fox were Bob Canamora, Mike Zamon, Frank Kelleher, Sam Diamond, Berg, Al Levy, 20th-Fox Boston branch manager, John Peckos, Phil Engel, and Martin Berman.

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Man and wife with over 20 years' experience would like to take over a closed theatre in New England Territory where they could earn a living without investing too much money. Would consider an open theatre on percentage.

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New Haven

Crosstown

Morris Rosenthal, manager, Loew's Poli, and assistant John Young worked out a nice campaign for bally of "The Prodigal." . . . Whalley and Whitney had giant yo-yo contests on stage of theatres at a Saturday matinee. . . . Cartoon-o-scope featured kiddies shows at Dixwell, Rivoli, Howard, and Lawrence. . . . Roger Sherman had sneak preview. . . . Paramount had a sneak prevue.

Elmer Hirth, head booker, Stanley Warner Theatres, has returned to Philadelphia, from whence he came, for a position in the office there. Coming from Philadelphia, where he was assistant to Ted Minsky, is Harry Kaplowitz, and he will take over Hirth's spot.

Whitney had a benefit show for Children's Center; Mrs. Donald C. Alford, Jr., was chairman. . . . H. Cohn gave roses to the first 200 mothers attending the Dixwell on Mother's Day, through tieup made with Evelyn Sperl, Hamden florist. . . . 30 area handicapped scouts of Troop 3 celebrated the unit's first anniversary with ceremonies at Camp Grasso in North Haven. This troop is sponsored by industry folk in the territory. Scoutmaster is Anthony N. Basilicato.

Meadow Street

Sam Germaine, 20th-Fox salesman, is being honored with a booking drive and, during May and June, exhibitors in the territory can help by booking all available 20th-Fox product; this year marks Germaine's 31st year with Fox. . . . Shep Bloom, 20th-Fox branch manager, became a New Havener when he moved from Philadelphia. . . . Ed Smith, student booker, New York Republic office, has been transferred to George Somma's New Haven Republic branch.

Fay Spadoni, 20th-Fox, has a new car. . . . Bill Nutile, Paramount shipper, bought a new automobile. . . . The New Southing Drive-In is reported due for a May 18 opening, with a fine advertising and publicity campaign. . . . Bridge Drive-In, New London, has planned two more ramps to increase capacity. . . . Lockwood-Gordon Pix Drive-In, Bridgeport, is progressing. . . . Bill Doherty, East Windsor Drive-In, is back at work after a hospital stay. . . . New assistant manager at the Danbury Drive-In is Donald McPhee. . . . The new Meadows Drive-In is reported to have closed a deal with the Capitol Theatre Supply Company of Boston for Lou Phillips, Connecticut representative, to supply all the RCA equipment for the new 2100-car drive-in. . . . Paramount, New Haven, and Allyn, Hartford, are scheduled for some good bally for opening of "Strategic Air Command," May 26.

"Mr. Roberts" was being set for special screening at the Roger Sherman, New Haven. . . . East Hartford Family Drive-In, South Windsor, gave gifts to women patrons on Mother's Day; Miss Teresa Locatelli is now general manager there, replacing Anthony Scavatta, resigned. . . . Webster and Rivoli, Hartford, started a new dinnerware deal. . . . The Adorno Drive-In, Middletown, had a preliminary announcement of opening in The Middletown Press. A 120-foot curved panoramic screen and other modern equipment has been installed. . . . Anthony Lombardi, son of Warners' salesman Angelo Lombardi, is first string baseball catcher with the Hamden High School team. . . . Lake Drive-In had a live country show featuring cowboy and hillbilly artists.

Connecticut

Hartford

The Hartford Theatres Circuit has installed automatic phone answering devices, providing feature, cast and time information during non-performance hours, at the Art, Central, Colonial, Lenox, and Lyric. . . . Governor Ribicoff has named Ben Kupchunos, Kupchunos drive-in family, as Judge of the South Windsor Town Court.

Free fire engine rides are now being offered for kiddie patrons at the Lake and Pine Drive-Ins, Waterbury, and Blue Hills, Bloomfield. . . . Stanley Warner State, Manchester, now operates evenings only, Mondays through Fridays, with continuous showings starting at 2 p.m. on Saturdays and Sundays. House manager is Bill McGrath. . . . State Police Commissioner John C. Kelly has reserved decision on granting departmental authorization to George LeWitt, New Britan theatre owner, for construction of a drive-in theatre at Berlin, near New Britain. Residents of the town appeared at a State Police Headquarters hearing to oppose the authorization. The Berlin Town Planning Commission has objected to the long-pending LeWitt theatre.

A baby girl, named Ellen Susan, was born to Brookie LeWitt, LeWitt Theatres, and Mrs. LeWitt. . . . A military committee, headed by Major Warren F. Moore, in charge of Air Force recruiting for Connecticut, will participate in opening night ceremonies at the Allyn's May 26 premiere of "Strategic Air Command." The theatre's print will be delivered from New York via helicopter, and Air Force police from Westover, Mass., Air Force Base and other installations will be on duty in the lobby. Six WAF's will serve as usherettes.

Russell Barrett, SW Capitol, Willimantic, tied-up with a merchant for donation of a free TV set as Saturday children's show prize. . . . Lou Cohen, Loew's Poli, was named a judge for the baby beauty contest announced by the Mennen Company, manufacturers of men's and babies' toiletries. . . . Joe Boyle, Loew's Poli, Norwich, offered a $25 Savings Bond as first prize in a "Blackboard Jungle" essay contest, with the theme, "Juvenile delinquency is America's number one national problem because . . ."

John D'Amato, Palace, New Britain, offered free admission to "Cell 2455, Death Row," to any patron offering official identification bearing the consecutive numbers 2455. . . . Shoppers in several downtown Hartford department stores qualified for Strand passes to see "Strange Lady in Town" by properly identifying "The Strange Lady," who toured downtown area for three days. Appropriate clues were posted in store windows by Jack Sanson. . . . WCCC's Ivor Hugh took prideful note of the fact that his brother, R. John Hugh, served as producer-writer of "Yellow-neck," Republic attraction playing at Loew's Poli.

Middletown

Two Adorno houses, the Palace and Capitol, brought back "Davy Crockett" revivals during school vacation week. Palace played "Davy Crockett, Indian Scout," while "Davy Crockett, Man of Conquest" was featured at the Capitol.

Niantic

Sam Cornish, Niantic manager, in a personal advertising endorsement of DCA's "Long John Silver," commented, "We want everyone to see this new and exciting drama of one of the most colorful characters in all English literature. . . . All Children through High School age: Admission, 20 cents until 5 p.m., Tuesday and Wednesday."

South Windsor

Teresa (Terry) Locatelli, formerly at the Eastwood, East Hartford, has been named manager, East Hartford Family Drive-In, replacing Anthony Scavatto, resigned.

New Hampshire

Claremont

James J. O'Neil, manager, Claremont Drive-In, has installed a new 100 by 60-foot screen at the theatre, described as the widest screen in the state.

Concord

The Capitol here held a contest with 10 free double admission passes to patrons who submitted closest guesses on Oscar winners.

Hooksett

The Sky-Ray Drive-In here is holding a cartoon carnival for the kiddies with free candy every Friday.

Manchester

The Variety held 1 p.m. matinees during the spring vacation of local schools. . . . The Palace had the Ballet Theatre company of 100 performers on its stage for one performance recently. The troupe came from three weeks at the Metropolitan Opera House in New York City.

Pittsfield

Mrs. Helen Irwin and Miss Clara Hoffman have closed the Scenic here.

Tilton

Michael J. Bruno, manager, Tilton, was installed as exalted ruler of the Franklin lodge of Elks recently.

Rhode Island

Providence

A solid week of cold, rainy weather all but closed surrounding drive-ins. The worst spring in many years, weather-wise, which has hampered businessmen as well as theatre operators, has kept moviegoers home in large numbers. All types of gimmicks, including cartoon carnivals, give-aways, and prize stunts, have been used by the open-airers to hypo business without appreciable success. . . . Apparently due to lack of sufficient support, the Metropolitan has temporarily discontinued the New York Vaudeville shows on week ends, reverting back to second and third-run films.

NEWS OF THE Territory

New York City

Crosstown

The Triboro is now being operated by the Marfreed Theatre Enterprises, buying and booking by Island Theatre Circuit. Nathaniel Freedman is the principal. . . . The Rogers, Brooklyn, is being operated by the Eth-Lee Amusement Corporation. Al Klein is president and Irving Stockman is secretary and treasurer. Buying and booking is being done by Island.

The Apollo, formerly a Loew's house, is now operated by the G. and T. Theatre Corporation, Moe Goldman, president. Buying and booking is by Island Theatre Circuit. . . . Hollowbrook Drive-In, Peekskill, N. Y. is being operated by Peekskill Theatre Corporation, Philip Smith, president. Buying and booking is by Leggett-Florin. . . . Martin Wurtzberg is the new operator, Burke, Bronx. Buying and booking is by Island Theatre Circuit, New York City.

Booking for the Bronx, Bronx, N. Y., is being done by Island Theatre Circuit. . . . Island is buying and booking for the Terminal, Brooklyn. . . . The Strand, Yonkers, is now being operated by the G. and D. Amusement Service, with Moe Goldman, president. Buying and booking for the Strand is by Island. . . . Corona, Corona, L. I., is now operated by G.S.D. Theatre Corporation, Moe Goldman, president. Buying and booking is by Island. . . . The Kent, Yonkers, is being operated by the Kent Theatre Corporation, with David A. Horne as president of the company.

William J. Moclair, managing director, Roxy, and Mrs. Moclair announced the marriage of their daughter, Patricia Ann, to John Michael Dunphy, ex-Marine officer, now associated with the Arabian American Oil Company. Following a brief honeymoon, the young couple will reside in Long Island.

H. B. Allinsmith, vice-president, Westrex Corporation, returned from Hollywood. . . . Lars McSorley, member of the IFE publicity staff, became the proud father of a son, Liam, when his wife Marjorie gave birth at Doctor's Hospital. . . . Martin Levine, general manager, Brandt Theatres, left for the west coast to negotiate for the remake of a number of foreign films he controls.

Ray Crossett, U-I studio story and scenario editor, who has been here several weeks conferring with publishers and literary agents, left for London. . . . Mort Blumenstock, Warners vice-president in charge of advertising and publicity, left for the Burbank, Cal., studio, following a series of conferences with home office executives on merchandising plans for forthcoming releases.

Leon J. Roth, west coast publicity coordinator, United Artists, arrived from Hollywood for meetings with Francis M. Winikus, national director of advertising, publicity and exploitation, and other home office executives on the company's forthcoming line-up of releases. Winikus was just back from a two-week vacation in Paris. Roth was accompanied by William F. Blowitz, west coast publicity director for "Not As A Stranger" and "Gentlemen Marry Brunettes," future UA releases.

David A. Lipton, U-I vice-president, left for California following two weeks of meetings with eastern advertising and publicity executives on promotion plans on the company's line-up of top boxoffice pictures scheduled for release during the summer and fall. Charles Simonelli, eastern ad-publicity department manager, accompanied Lipton.

The Granada, Brooklyn, N. Y., played host for the third time this year to thousands of physically handicapped children. Sponsored by Harry Garfman, IATSE, MPMO, Local 306, business representative, the children were feted at the theatre with refreshments and gifts. Erwin Brewer, owner, Granada, and Max Schering, manager, lent full cooperation.

Louis Lober, general manager, United Artists' foreign department, returned by plane from London after participating in the company's international sales convention in the British capital.

E. S. Gregg, president, Westrex Corporation, left by plane for Tokyo, where he will contact Westrex Corporation's subsidiary company offices in Japan, Philippines, Hong Kong, Thailand, Indonesia, Singapore, Ceylon, India, Pakistan, Italy, and France. He will also visit Afghanistan, Turkey, and Greece before returning early in August.

The Army and Air Force Motion Picture Service's Ines Passarella was wed to Joseph Bisdale, assistant to Oscar A. Morgan, Paramount.

New Jersey

Newark

The Central, Newark, gave away a puppy to the lucky winner from the stage, L. Rossi, manager, revealed. . . . Milton Wyle, manager, Lincoln, Union City, conducted a Country Store night from the stage of his theatre. . . . To boost Spring Festival activities during the month of May, Adolphe Finkelstein, manager, Embassy, Orange, had a Cannon towel giveaway. He also presented a barber shop quartette on his stage, and will present a surprise talent show. For his Spring Festival activities, Jack Conhaim, manager, Stanley, Newark, will present a series of dog promotions, whereby instructions on how to train your dog will be given by a specialized dog trainer. In addition, a puppy will

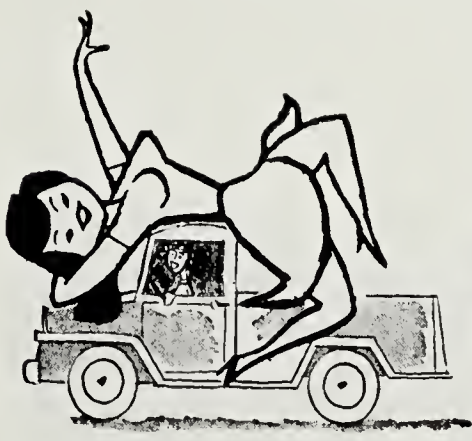
New Art House Set For N. Y. Autumn Bow

NEW YORK — According to an announcement made last week by David Fine, a new art theatre will make its bow here in the fall.

Located at 44th Street and Eighth Avenue, in Manhattan, the new theatre will be known as the New Cameo, and occupy the premises now used by the Squire, a 550-seat exploitation house.

The theatre will be completely renovated, air conditioning will be installed, a large screen and the latest improvements. Provisions are being made for the introduction of a new type third dimension film, the Ivanov process, said to have been on display in the U.S.S.R. for the past 10 years.

Fine, presently managing director, Stanley, said a complete selection of "international" films is in the offing for the new house.



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be presented to a lucky child for three weeks, with the final grand prize being a kiddie automobile. On June 9, the Stanley will present a bathing beauty contest.

Helen Irene Castelbaum, Stanley Warner Management Company booking department, and secretary to Arnold Michelson, booker, anounced her engagement to Murray Greenspan, Newark, and will be married sometime in the early fall. . . . Sympathy is extended by the entire Stanley Warner Jersey zone to Dick Baranowski on the loss of his father. . . . Frank Avolio, driver, Stanley Warner Jersey Zone, became a grandfather for the third time when his son and daughter-in-law became the parents of their first baby, a son, Michael, Jr. . . . Martha Schainman, Stanley Warner purchasing department, became a great-aunt, when her neice became the proud mother of a baby boy, Alan Scott.

New York State

Albany

Installation of CinemaScope at the Grand extended to seven the number of Albany theatres equipped to show pictures in that process. Lessee-proprietor Paul V. Wallen presented, MGM's "Bedevilled" as the first CinemaScoper. . . . Grand placed a sidewalk easel advertising telecast of Marciano-Cockell heavyweight championship bout as one of its first steps in promoting the closed-circuit event.

Appellate Division will hear at the October term the appeal from ruling by the Board of Regents which denied a license for "Mom and Dad," with the scene of actual human birth included. A stipulation transferring the case from special term of the Supreme Court was recently signed by Ephraim S. London, attorney for distributor appellant, and Dr. Charles A. Brind, Jr., counsel for respondents. London, successfully represented Joseph Burstyn, Inc., distributor of "The Miracle."

Plaza and Proctor's Schenectady, N. Y., have generated patron interest and grabbed newspaper space via special promotions during Fabian's Spring Jubilee of Hits. Manager Phil Rapp is staging Amateur Night on Wednesdays for nine weeks. The simon pures compete for prizes of $20, $10, and $5—in addition to the opportunity of appearing on Central Markets WRGB-TV program. Entry blanks are obtainable at the theatre or at the outlets of the Schenectady super market organization. Grand prizes are $100, $30, and $20.

Proctor's, under the direction of Fabian city Manager Guy A. Graves, slated the first of four weekly trials for contestants in the "Miss Mohawk Valley" selection, May 13. Schenectady Chamber of Commerce sponsors the competition, for single, never-married high school graduates between 18 and 28 years of age. The winner will be eligible to compete at New York City in June for the title of Miss New York State. Winner in that division will be entered in the national Miss America finals, held in Atlantic City over Labor Day week-end.

At Proctor's, Troy, N. Y., manager Dick Murphy will stage a "Mr. Empire State Physique" contest on Friday night. Murphy took extra newspaper space to spotlight the promotion, which he had successfully used for several years during tenure as manager of Plaza, Schenectady. . . . The two area Fabian drive-ins, Mohawk, Colonie, and Saratoga, Latham, will make their big splash in the Spring Jubilee pool of business stimulants, through a car giveaway. Supervisor Irwin Ullman is arranging it.

Ninety automobiles in a drive-in at 4 a. m. Sunday. That's the unusual situation reported at Sardos Smalldone's Malta, near Saratoga, N. Y., when he played "On The Waterfront." Attendance the second night was so large that Smalldone ran the Columbia picture twice.

Joe Miller's generosity in making Menands Drive-In available for Sunday morning worship, conducted by the pastor of a Troy Baptist Church, drew the spotlight in a Sunday Times-Union feature story by C. R. Roseberry, one-time film critic, Knickerbocker News.

At the end of the working day and of the Charles J. Feldman annual sales drive, local employees of Universal-International enjoyed a party. The host was manager Norman Weitman.

Variety Club honored retiring chief barker Jules Perlmutter at a dinner-dance in the Empire Room, Sheraton-Ten Eyck Hotel. Seventy-five couples attended the affair, which saw Perlmutter gifted with a camera-film projector and heard him praised as an able, industrious leader during two terms. Property master Lewis A. Sumberg, chairman of the dinner committee, made the presentation. The present chief, George H. Schenck, also commended him. Perlmutter, in acknowledging the toasts, urged the members and the public to continue their support of Camp Thacher. He described the Variety Club as a public service and public servant combined; the international organization, as one whose record in the field of charity is unsurpassed.

A grandchild arrived for Saul J. Ullman, Fabian division manager, and Mrs. Ullman when Mrs. H. Simon Ullman, wife of their younger son, recently gave birth to a son in Albany Hospital. Child was named Joseph Mark. It's the first for the Simon Ullmans. Father, a senior at Albany Law School, has been associated with Tri-State Automatic Candy Corporation in a supervisory capacity the past two summers. He also served for a time as assistant manager, Palace. A brother, Irwin, is supervisor of area Fabian drive-ins.

Strand manager A. O. La Flamme arranged a Saturday morning 3 D show for children. It was the third in a series featuring cartoons. . . . Pink lemonade has been added to the drinks served at Strand's concession stand. Fresh nuts are another new item. Stand is managed, for Tri-State Automatic Candy Corporation, by Mrs. Stephanie Nestick, with Mrs. Polly Decker as assistant. . . . Richard Cook is new assistant to Leland manager Stanton Patterson. Patterson had been without one for several years. . . . Frank Bornhort is a new night assistant at Palace, replacing Michael Maccochiero. Latter transferred to Mohawk Drive-In as assistant to E. A. Thompson, resident manager. Both men hold other daytime

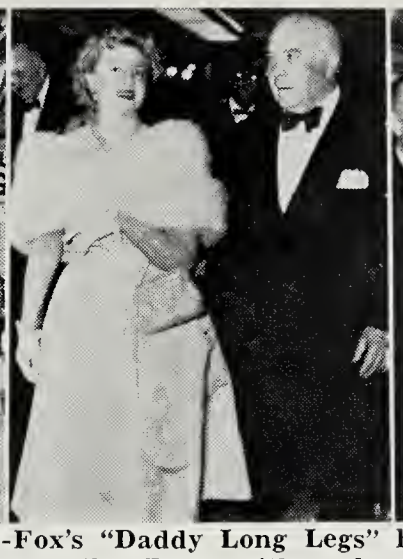
German Welcomes VCI '56 Convention

NEW YORK—By radio from the high seas last week, William J. German, chief barker, Variety Club of New York, expressed pleasure at the news that the Variety Clubs International will hold its 1956 convention here next May.

"Tent 35 is proud to be host to next year's convention," German said, "and we will more than justify Variety's faith in us. I plan to take an active part in the program as soon as I return to New York."

Meantime, the Crew has scheduled a luncheon meeting with international chief barker George C. Hoover on May 20 for a preliminary discussion of plans to make next year's convention a memorable one.

This enterprising group recently got together at the MGM home office in New York for a discussion of promotion plans on "The Prodigal." With Arthur Canton, eastern MGM field press representative, seated, conducting the meeting, seen, left to right, are Oscar A. Doob, MGM executive; Sid Newman, Skouras Theatres; Al Forsheimer, Walter Reade Circuit; Charles Call, Century Theatres; Blanche Livingston, RKO; Edgar Goth, Stanley Warner Theatres of New Jersey; Ray Smith and Bernard Hickey, Shea's Amusement Company.



Before a capacity audience 20th-Fox's "Daddy Long Legs" had its New York premiere recently at the Roxy with a benefit performance for The March of Dimes. Seen, left to right, is a shot of the crowds attracted; Spyros P. Skouras, president, 20th-Fox, and Mrs. Skouras; Murray Silverstone, president, 20th-Fox's International Corporation; Gracie Fields; Susan Silverstone; and Mrs. Murray Silverstone; and Charles Einfeld, 20th-Fox vice-president; Mrs. Irwin Dorfman; Irwin Dorfman, tennis star; Mrs. Joseph Moran (film star Thelma Ritter); and Joseph Moran, advertising executive.

jobs. . . . George Lourinia, veteran of drive-in operations, again is directing Saratoga Drive-In, with Johnny Dwyer as aide.

Amsterdam

In conjunction with the showing of "The Glass Slipper," Schine's Rialto, C. A. Matthews, manager, promoted a special one-performance stage ballet with one of the local dance studios. The studio ran a two column by four inch co-op ad. This was a very inexpensive promotion, the only cost to the theatre being a slightly increased newspaper space ad to feature the ballet and a 40 x 60 in the lobby. It is a good way to augment this picture and local dance studios will usually be glad to cooperate.

Buffalo

Buffalo Variety Club members attending the international Variety convention in the Ambasador Hotel, Los Angeles, were Murray Whiteman, past chief barker, Tent Seven, and Mrs. Whiteman; Marvin Jacobs, first assistant chief barker, and Mrs. Jacobs; Dave Miller, first chief barker, and Mrs. Miller; Billy Keaton, past chief barker, and Mrs. Keaton; Carl Sciandra and Mrs. Sciandra; Gus Basil, Basil circuit head, and Mrs. Basil. Jacobs and Keaton are delegates from Tent Seven and Whiteman, alternate. Dewey Michaels, head, Michaels Theatres, also was attending.

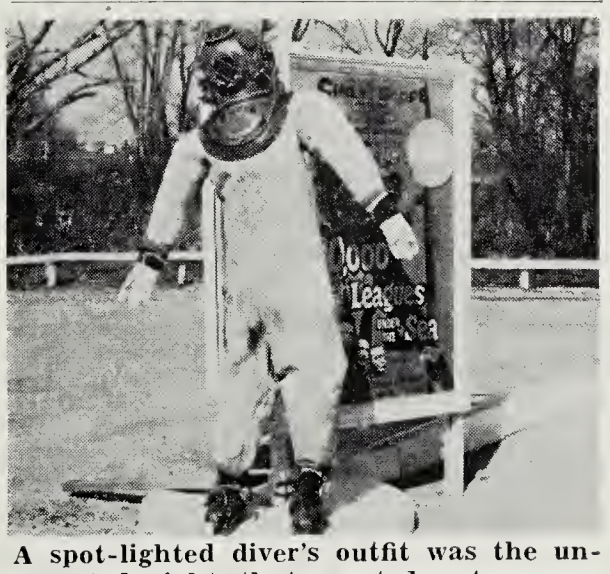
Elmer F. Lux, head, Elmart Theatres, Inc., and president, Buffalo Common Council, is heading the governmental division of the Cancer Crusade for the eighth year. Lux has been prominent in all charity and special drives in the area for a decade. . . . There was a large crowd of barkers and their wives and sweethearts in attendance at the annual Monte Carlo Night. On the program were fun, games, drinks, relaxation, and roast beef buffet, prepared by Tent Seven's famous chef, Clint.

The Buffalo Variety Club's Who's Who of the Month are Dorothy and Myron Gross, who are cited for their outstanding and remarkable achievements for Variety. Myron, who is manager, Buffalo office, Co-Operative Theatres, is at present treasurer of Tent Seven and is a past chief barker, as well as a past house chairman. Dorothy serves the Women's League as trustee and is active on several committees.

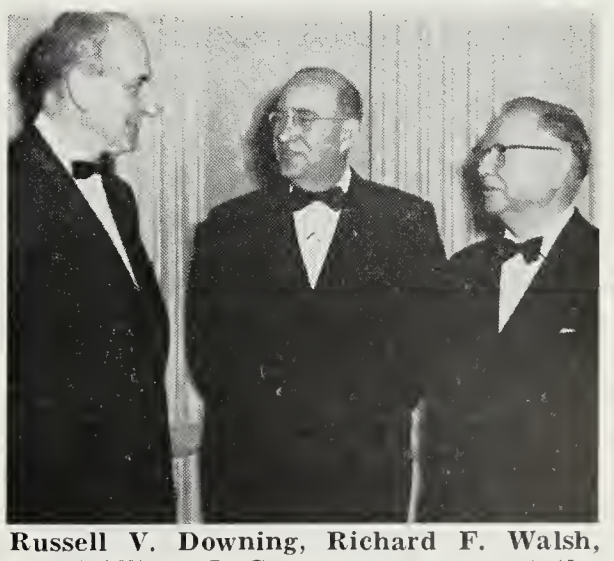
Ben Dargush, manager, Center, reports a big advance sale for the closed circuit telecast of the Marciano-Cockell world heavyweight championship fight. The battle will be shown on the Center's big TV screen at 11 p. m., daylight saving time, on May 16. No seats will be reserved and all tickets are $3.50. This will be the fourth big fight telecast to Center audiences and all of them have been successful at the boxoffice. . . . The first of a series of industrial "sell-out" performances of "This Is Cinerama" was held in the Buffalo Teck when the Bell Aircraft Corporation staged the first of four Bell Aircraft Nights, arranged by manager Paul Swater. . . . The Cinema, operated by Cohen and Slotnick, Rochester, is all dressed up with new screen curtains and front wall decor. Draw curtains of solid gold and yellow stripes now extend across the front of the theatre and over the side walls. The draperies replace the original mural paintings. With its new boxoffice and interior decoration, the Kodak Town Cinema is now to have a new canopy entrance which will be installed later.

Film Row friends are glad to hear of the recovery of Colonel William Shirley, well-known exploitationist, who is out of the hospital following a recent check-up. . . . Norman MacLaren, Canadian artist whose animated color cartoons have attracted wide admiration, was in Rochester as the guest of the Society of Motion Picture and Television Engineers, western New York section. MacLaren, head of animation, National Film Board of Canada, is known for his film, "Neighbors," and for such short subjects as "The Romance of Transportation" and others. MacLaren showed several of his short subjects in the Dryden in

As recent exploitation for Warners' "Battle Cry," the SW Roosevelt, Newark, N. J., had Irwin Fink, distributor, Allstate Records, present a recording of "Honey Babe," hit tune from the film, to Anne Norris, seen with some Marines on hand to help plug recruiting and the picture, and who, as usual, "have things well under control."



A spot-lighted diver's outfit was the unexpected sight that greeted patrons recently as they entered Walter Read's Eatontown Drive-In, Eatontown, N. J. Manager Fred Bartholdi borrowed the suit from a local salvage outfit, stuffed it to make it stand upright and used it to exploit Buena Vista's "20,000 Leagues Under The Sea."



Russell V. Downing, Richard F. Walsh, and William J. German are seen at the second annual Heart Award dinner of the Variety Club of New York at the Hotel Waldorf Astoria. Walsh was recipient of the "heart award" and is international president, IATSE and MPMO of the U. S. and Canada. German is chief barker of Tent 35.

the George Eastman House for the engineers.

Chateaugay

Lafe Quinlan, Gay, is making a fine recovery from a heart condition.

Gloversville

John Corbett, manager, Schine's Globe, held a special Roy Rogers kiddie show on a Saturday morning. A local toy store gave away over 500 prizes and devoted their entire main street window to display them. They consist of holster sets, spurs, belts, lassoes, badges, coins, buttons and autographed photos of Rogers. A special herald plugging the show directed children to the store to guess the number of bullets in a jar in the window. As each child brought in his herald filled out an attendant gave him a mimeo form and explained that his name may appear at the theatre boxoffice at the kiddie show for either a free admission or one of the many door prizes. The 500 winners in the guessing contest were not announced, but were posted in the lobby the morning of the show. The toy store paid for half the cost of the heralds, and also ran two newspaper ads the week of the show, as well as several radio spots. One of the main door prizes was a huge Roy Rogers tent, seven foot spread, which was displayed in the lobby. Similar kid shows might readily be arranged through your local Roy Rogers dealer.

Kingston

Harry Lamont included a picture of his CinemaScope screen at the Sunset Drive-In in a large newspaper advertisement. It announced he was "sacrificing one day" of operation so that "patrons will see and hear the best" when they entered for the first CS presentation.

Massena

Don Gilson has undertaken a modernizing and beautifying project at the Sunset Drive-In to cost $25,000. It includes a new concession stand and rest rooms, plus ramp changes. Gilson also operates Sunset Drive-In, Canton, and Thousand Island Drive-In, Alexandria Bay, the latter in partnership with Tony Scalise. He expects this to be a big drive-in season.

With coon-skin caps and shootin' arms (toy) the above New Yorkers got into the spirit of Walt Disney's "Davey Crockett" for Buena Vista release. From left to right are Joe Ingber, film buyer, Brandt Theatres; Leo F. Samuels, general sales manager, Buena Vista; Harry Brandt, president, Brandt Theatres; Irving Ludwig, domestic sales manager, Buena Vista; and Richard Brandt, vice-president, Trans-Lux.

Syracuse

George Snyder, manager, Schine's Palace, has set up a series of jitterbug contests to be held on the stage of his theatre. There will be four of them, held each Friday evening, with the winners of each weekly contest to meet in the finals on June 3. Prizes will be awarded to the weekly winners, with a grand prize going to the finalists. Entries are accepted at the theatre, and there is no age limit. The contests will be judged by instructors from local dancing schools.

Tupper Lake

Leon Dechene, Tupper Lake Drive-In, was confined to Mercy Hospital with a heart attack.

Watertown

In connection with the engagement of "Blackboard Jungle" recently at Schine's Avon, manager Ralph Stitt hit upon the idea of having a TV panel show in a tiein with the local schools. This featured two teachers, one of whom acted as moderator, and three high school students, two girls and a boy, in a frank discussion of the film, pro and con. The Superintendent of Schools was particularly impressed with the idea, and the local TV station went for the idea for a 15 minute period for free. The stunt worked out nicely and could readily be worked elsewhere. If no TV station is available, a radio station might prove just as well.

Leonard H. Goldenson, center, president, American Broadcasting-Paramount Theatres, Inc., recently received a contribution to the United Cerebral Palsy Campaign from secertary Rosalind Betros. All 125 headquarters employees of AB-Paramount Theatres have given to UCP, which was co-founded by Goldenson, who is now UCP's board chairman. Edward L. Hyman, right, vice-president, ABC-PT, looks on.

EYEING THE Exchanges

20TH-FOX—News booker Henry Unger was home ill. . . . A United Jewish Appeal film was recently shown at the 20th-Fox exchange. Those attending included all exchange employees as well as managers of others exchanges. . . . Roxanne Hogan has joined Fox as a typist-clerk.

MGM—May Pannese has recovered from her illness and is back at the switchboard. . . . Selma Harris will celebrate a birthday on May 31. . . . In early June, birthdays will be celebrated by film inspector Abe Negrim and night shipper Carmen Tringo. . . . Stenographer Lois Zazzali recently returned to MGM after being away for a year and a half. . . . MGM employees were saddened by the news that Jim Blades had died. Blades was for many years the office porter.

U-I—Michael Lewis recently suffered a heart attack. He was at Polyclinic Hospital where his condition is reported as satisfactory. . . . Night shipper Bob Ericson will soon be back at work. He is speedily recuperating from a recent operation. . . . Shipper Red Fiorita was on vacation.

ALLIED ARTISTS—Head booker Etta Segall went to Sun Cliff Lodge in Tarrytown for a weekend. . . . The AA people who had a grand time at the Variety dinner include Nat Furst, Etta Segall, Hank Feinstein, and Johnny Shields. . . . Nat Furst celebrated a birthday recently. The staff observed the occasion with the usual office party.

RKO—Biller Sylvia Reiss was away from work due to illness. . . . Secretary Ann Levy has returned from her vacation. . . . Statistician Bud Giles announces that he was appointed official scorer of the Rosedale Little League Team.

RAMBLIN' 'ROUND—The daughter of Paramount booker Richard Magan recently celebrated her 11th birthday. . . . Booking clerk Lola Nisenbaum, Warners, was home ill. . . . George Walsh is a new arrival in the Republic sales department. . . . Columbia booker Dave Jacobs recently observed a birthday. . . . Booker Marty Perlberg is leaving Columbia and will soon take up a new job with Buena Vista. . . . A birthday was marked for Paramount booker Nick Vacca. . . . Booking-clerk Lilian Weinberger, Warners, was recently engaged. She is to be married in early summer. . . . The Trans-Lux 85th Street is installing CinemaScope.

—D. T.

NEWS OF THE Territory

Philadelphia

Crosstown

Charles Weitz takes over the Italia from Ralph Schwartz as of May 15. Allied Motion Picture Theatre Service will handle the buying and booking.

Elmer Hirth, formerly with William Goldman Theatres and more recently with Stanley Warner as head booker in New Haven, is reported returning here for a SW Theatres post. Harry Kaplowitz, assistant to Ted Minsky, is succeeding Hirth in New Haven.

Prominent leaders in the amusement and motion picture industry have been appointed to the executive committee sponsoring Deborah Sanitarium and Hospital's Humanitarian Award dinner, honoring John B. Kelly, to be held June 12 at Bellevue-Stratford Hotel, it was announced by Judge James C. Crumlish, Philadelphia Court of Common Pleas Number Seven, chairman of the dinner. Among those named to the executive committee are William Goldman, head, Goldman Theatres; Ted Schlanger, local zone manager, SW Theatres; James P. Clark, head, Highway Express; Manie Sacks, executive vice-president, RCA; and Paul Harron, president, radio station WIBG here and Station WTEL-TV, Wilmington, Del. Other industry figures named are Fredric R. Mann, president, Robin Hood Dell summer concert series; William H. Sylk, president, Station WPEN; Jack Beresin, International Chief Barker, Variety Clubs; Councilman Victor H. Blanc, and Dr. Leon Levy and Isaac D. Levy, who now head Official Films.

The SW Stanton and many neighborhood houses were quick to capitalize on Friday, the 13th, and held midnight horror shows or horror matinees for the kids, and horror fans.

The town's burley, the Troc, was calling it a season, as the circus came to town.

Vine Street

MOTION PICTURE EXHIBITOR has on its list at the present time the names of several men seeking work as licensed relief projectionists, assistant managers, and other type of theatre employment. They may be contacted by telephoning the office of the publication. . . . Bill Israel resigned as booker at Allied Artists and the post is now open. Bill Porter, auditor, is filling in temporarily.

Warners have scheduled an invitational trade screening of "Mister Roberts" at the Commodore on May 23 at 11 a. m.

The drives at the various exchanges had turned these places of businesses into bee hives of activity.

Beny Harris' toe is coming along nicely. He's the American Film head.

Sam Diamond, 20th-Fox Philadelphia branch manager, was recently appointed drive leader of the play-date drive running until June 25th. He will be in charge of the Philadelphia, Washington, New York, Boston, New Haven, Albany, and Buffalo branches during this activity.

District of Columbia

Washington

Operation Brotherhood is a nationwide campaign to raise $1,000,000 for emergency assistance to more than 800,000 men, women, and children who have voluntarily left their homes in Communist-occupied North Vietnam to find freedom in free South Vietnam. When the last escape port, Haiphong, is closed under terms of the Geneva truce, the number of anti-communist escapees in free Vietnam is expected to exceed a million people, who all will look to the free world for help. The following theatre, military, and civic leaders attended a White House conference with President Eisenhower, Earl H. Gammons, CBS vice-president; Walter E. Branson, RKO world wide sales director; Gen. Carl Spaatz, former head, United States Air Force; Leo Cherne, chairman, international rescue committee; Gordon Hicks, executive vice-president, Junior Chamber of Commerce; Julian Goodman, vice-president, National Broadcasting Company; Ralph W. Hardy, vice-president, National Association Radio and Television Broadcasters; Gen. William J. Donovan, former head, O. S. S.; Orville Crouch, Loew's Theatres; Jerome Baker, RKO Theatres; Ira Sichelman, 20th-Fox; John Horton, U-I; Du Thi Thanh Chau, 6, daughter of second secretary, Vietnamese Embassy.

STANLEY WARNER — George Crouch, zone manager, his wife, and Charles Grimes, district manager for Maryland and Virginia, and wife visited New York. Both couples enjoyed themselves so much that they missed their train connections and had to fly home. The flight was the first for Mrs. Grimes. . . . Peggy White, Metropolitan, suffered second degree burns on her legs and arms while falling asleep under a sun lamp. . . . Winnie Bernhardt, electrician, Cinerama, is recuperating in Alexandria Hospital after undergoing a major operation. . . . Alice Turner, chief of service, Metropolitan, celebrated a birthday. . . . Goldie Murphy and Vrina Jones, Metropolitan, were victims of the virus bug. Both have returned back to work. . . . Charles White, electrician, is vacationing in the Bahamas, Nassau, and Bermuda. . . . Carl E. Harris, former assistant manager, Calvert, is in the Armed Forces stationed in Hawaii. . . . Claude Land, manager, Silver, is recuperating at home after spending several weeks in Johns Hopkins Hospital, Baltimore, Md.

LOEW'S THEATRES—Maxine Cooper and Elyse Novy, the newest of the long line of Spillane Dames, visited to meet the press and be available for radio-television interviews in connection with "Kiss Me Deadly," Loew's Columbia. The personal appearance tour of the girls will take them to Texas. On their arrival from Los Angeles in Philadelphia, where the tour started, the girls began the "Kiss Me Deadly" round-the-world chain kiss, with the pilot of their plane. Each person they kiss while on tour will be pledged to pass along their "Kiss Me Deadly" chain kiss until it has circled the world.

VARIETY CLUB TENT 11 — In the Blue Room of the Shoreham Hotel, the Variety Club paid tribute to Mother's Day with a cocktail party and luncheon. Variety's Mother of the Year was Mrs. Richard M. Nixon, wife of the vice-president. Chairman for the affair Milton S. Kronheim was happy over the success of the luncheon as more than 250 persons, many outstanding Washingtonians in the political, social and civic fields, attended. . . . The Variety Club was cited recently for its contribution of a $115,800 outpatient clinic to Children's Hospital, called the Variety Club Carter Barron Memorial Clinic.

— T. C.

Censorship Nebulous As Senate Holds Key

PHILADELPHIA — Governor George Leader last week instructed Mrs. Edna Carroll, head, Pennsylvania State Board of Motion Picture Censors, and her assistant, Mrs. Beatrice Z. Miller, that their services had been dispensed with. This concluded for them a 16 year term.

Although Governor Leader has made new Democratic appointments in the persons of Mrs. Louise M. John, West Chester, Pa., chairman; Mrs. Helen K. Massock, Washington, Pa.; and Mrs. Clara Stevenson Black, Harrisburg, Pa., the State Senate has yet to confirm them.

Consequently, Mike Felt, who recently became chief clerk of the board, is temporarily in full charge.

Mrs. Carroll and Mrs. Miller, as well as Mrs. Jewel M. Frank, Pittsburgh, were continuing their duties in the interim between the Governor's appointments and their confirmation by the State Senate.

Mrs. Carroll had been advocating amendments to the Board of Censors Act to strengthen its powers ever since the U. S. Supreme Court questioned censorship statutes and thus considerably limited the powers of State Boards.

The Pennsylvania legislative body, however, has not as yet taken this matter up and has likewise held up okeh of the Governor's new Board members.

Delaware

Wilmington

Sallie Gaynor joined the Rialto. . . . Lee Roy Mitchell joined the SW Ritz, replacing Alvin B. Battis, who was recalled to the Pennsylvania Railroad shops. . . . Raymond L. Harriman, III, joined the SW Ritz projection staff. . . . Laura E. Hammerman, part time aide, SW Ritz, joined the American Stores Company. . . . Lewis S. Black, Jr., son of the city manager, SW Theatres, was planning a summer trip to Europe with an American Field Service study group.

—H. L. S.

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Theatre Installations and Maintenance

Ted Sehlanger, right, zone manager, Stanley Warner Philadelphia Theatres; and Ted Minsky, left, SW film buyer, are seen talking over the line-up of features with United Artists' Philadelphia branch manager Gene Tunick during the recent Bob Benjamin Drive.

Maryland

Baltimore

The Allied Motion Picture Theatre Owners of Maryland had a luncheon in honor of C. Morton Goldstein, the new chairman, Maryland Board of Motion Picture Censors. Meyer Leventhal, vice-president, and general manager, Lord Baltimore, was chairman. C. Elmer Nolte, Jr., the league's president, presided. The affair was held at the Baltimore Variety Club. Addressing the guests, Goldstein said he would live up to the letter of the law, but that he also would be temperate in his viewing of films. He urged cooperation between exhibitors, distributors, and the board of censors, on the basis that such coordination would create less problems all along the line. In addition to a large attendance by Baltimore Exhibitors, many Washington branch managers and representatives attended. They included Sidney Cooper, United Artists; Jerry Sandy, Lippert; Harold Saltz, U-I; Charles Kripps, 20th-Fox; Fred Sandy, Sandy Films; Joseph Brecheen, RKO; Oscar Kanter, Warners; Samuel Tabor, Republic; Myron Mills, Equity; Ben Caplon, Columbia; Phil Isaacs, Paramount; Milton Lipsner, Allied Artists; Sam Wheeler, Wheeler Films; Teddy Shull, Peerless; and Herbert Bennin, MGM.

Felton M. Johnston, secretary of the U. S. Senate, acting on the request of Lawrence W. Weatherby, Governor of Kentucky, is seen, left, in Washington, D. C., as he recently presented Orville Crouch, eastern zone manager, Loew's Theatres, with his certificate which enrolled him into the order of Kentucky Colonels.

Manager Art Hallock, Paramount, had the Kiwanis Club of Overlea present a wheelchair to the 14th District Health Association, on the stage of his theatre. Clara Hartman, the Paramount's cashier, is receiving sympathy of friends upon the recent death of her sister, Anna. . . . The Mayfair is having a new paint job on its marquee. George Hendricks is manager. . . . William McKenzie, projectionist at the Little, is a new home owner.

The wife of Henry Jones, assistant manager, Hippodrome, is recovering from illness. . . . Max Miller, United Artists promotion specialist, was in town with the two Mickey Spillane girls. . . . Orville Crouch, eastern division manager, Loew's, was over from Washington for a business meeting. . . . Jack Sidney, Sr., will fly in from the coast to visit his son, Jack, Jr., Century's manager, and to attend the Preakness Race at Pimlico. . . . Isador Makover, general manager, Edmondon Village, took a day off to attend the opening of Pimlico.

Ted Kirwan, manager, New, and Mrs. Kirwan motored to West Point, N. Y. . . . Jack Levin, owner, Irvington, has returned from a trip to the west coast. . . . Aaron Seidler, New Albert manager, was in New York on business. He's now booking for the Alpha, Catonsville, Md.

—G. B.

Leonardtown

With the non-appearance of the stars of "An Annapolis Story" in connection with the Patuxent River U. S. Naval Charity carnival held on the Naval Base in conjunction with the opening of the film at the Park, Lexington Park, Md., the daily press headlined a news story, "Drums Beat But Movie Stars Fade Away," and this didn't do the picture any good or soothe the feelings of Naval personnel and civilians, who had tried to arrange the event. Many explanations are being made since not even a few starlets showed up after the event was given top billing far and wide. . . . Jack Fruchtman, treasurer, Park and Plaza, Leonardtown, Md., was among those attending the Variety Clubs International convention in Los Angeles.

Pennsylvania

Oxford

Laus Hall and Joseph Schell are taking over the operation of the Oxford, formerly operated by the late Joseph Crowell. They will open the house on May 28 with CinemaScope, etc.

Reading

The Embassy, here, was handling ticket sales for the Marciano-Cockell title battle in San Francisco, beamed into the Colonial, Allentown, via TV telecast, at 11 p. m. Admission was $3.50. . . . All seats will be reserved for the Ringling Brothers - Barnum - Bailey circus showing here June 2. Previous big circus shows have sold general admission tickets, the rest reserved. Tickets including menagerie admissions, range from $1.50 to $4, including tax.

Seen at a recent planning meeting for the Virginia Motion Picture Theatre Owners annual convention to be held at the Chamberlin Hotel, Old Point Comfort, Va., June 14-16, are, left to right, Jeff Hofheimer, Norfolk; Earle Westbrooke, Norfolk; Mrs. Dave Garvin, Newport News, chairman, ladies' committee; Hal Lyon, Franklin, general convention chairman; and Leonard Gordon, Newport News, VMPTA president.

Moviegoers here were intensely interested in "Violent Saturday," booked in the Astor. The Amish were true to life, in most respects, in the picture, although it seemed to Reading picture goers that the writer of the script must have thought the Amish are similar to Quakers in their way of speaking English. The Amish, at least those seen on the streets of Reading almost every day, do not "thee" and "thou" each other in their conversation, but use the ordinary English "you" when they are not speaking their home tongue, Pennsylvania German.

Scranton

During the current Cerebral Palsy drive, both Comerford and Paramount Theatres of the area are participating to the fullest. Trailers will be shown in all theatres and lobby and audience collections are scheduled. Paramount's Ben Rosenberg is general chairman in Luzerne County. Chief plan was the huge telethon on WILK-TV. Frank Kovaletz, Paramount, Wilkes-Barre, handled the publicity. Tom Jones, Strand, is aiding in the local drive which is headed by Frank Gilroy, Jr. Complete cooperation between Lackawanna and Luzerne Counties was evidenced by the large newspaper advertisement sponsored by the local chapter urging Scrantonians to view and support the Wilkes-Barre telethon.

The concession stand at the Strand has been remodeled and improved to accommodate the sale of not only candy but also hot dogs, soda, ice cream, etc., with the required hot and cold units included. . . . The closed circuit telecast of the Marciano-Cockell bout was held at the Comerford Drive-In and at the Shawnee Plymouth. . . . Juliana and Tommy Jones, children of Tom Jones, Strand, received the Sacrament of Confirmation at St. Paul's Roman Catholic Church. . . . The son of Comeford's statistician, Walter Dynan, James, a third year student at the University of Scranton, has been accepted in the National Honorary Society of the Jesuit Order. His sister, Mary Ellen Dynan, observed her 20th birthday. . . . Bill Graff, former assistant manager, Capitol, has joined the E. R. Parker Distributing Company where, after a short training period, he will become a salesman. . . . John Roberts, Comerford booker, has returned from a motor trip through the southern states. . . . Strand manager Tom Jones will act as sponsor for his nephew, Evan Jones, who is scheduled to be confirmed in St. Peter's Cathedral on May 29. . . . Carol Keating, daughter of Bill Keating, Comerford Drive-In, received her First Holy Communion last Sunday at St. Ignatius Church, Plymouth, Pa. . . . The Reverend John Michael Byrne, nephew of Mary Fahey, Capitol, will be ordained to the Priesthood by the Archbishop of Newark, the Reverend Thomas A. Boland.

Variety Club
Tent 13, Philadelphia

Backed by excellent publicity by the Daily News and an all-star show, plus door prize giveaways, all things pointed to Johnny Night at Connie Mack Stadium on June 1 being a big success. The ball game has the Phillies playing the Chicago Cubs. The event assures vacations for several hundred handicapped children at the Tent's camp.

The returning Los Angeles conventioneers had nothing but praise for host Tent and the VCI meet.

The Tent's gin rummy and canasta tourney got off to a fast start with Max Gillis, the men's gin chairman, and Mrs. Jack Engle, the women's canasta chairman.

"Court Martial" was screened through the courtesy of Screen Guild.

Truck posters were placed on both sides of the Maryland News Company's fleet of trucks recently plugging the Bantam Book edition of Warners' "East of Eden," Stanley, Baltimore, Md. The trucks covered all sections of Baltimore City and nearby towns and communities.

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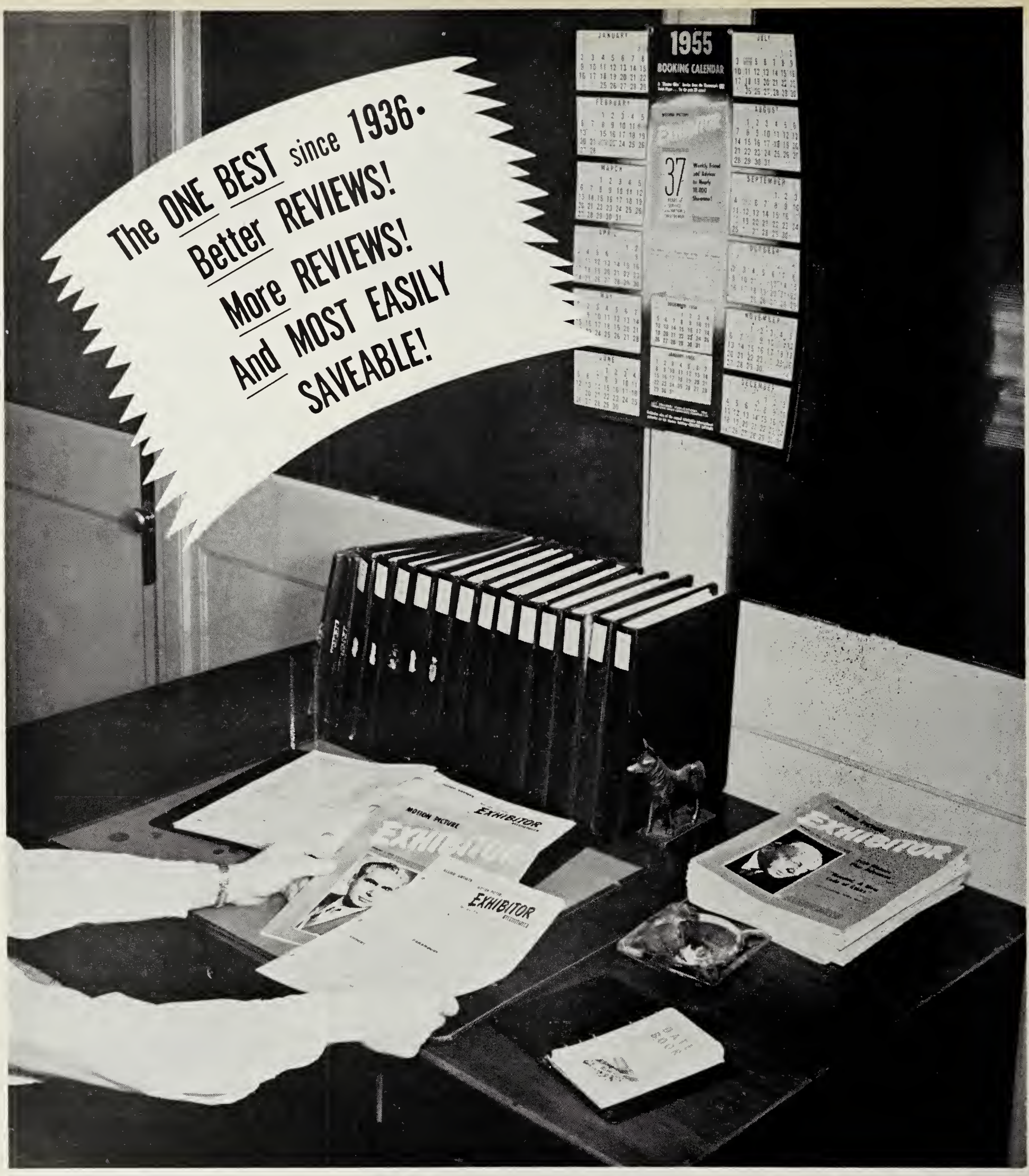

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SECTION TWO
VOL. 54 • No. 3

MAY 18, 1955

COLUMBIA

5 Against The House (742)

MELODRAMA
84M.

ESTIMATE: Interesting meller.

CAST: Guy Madison, Kim Novak, Brian Keith, Alvy Moore, William Conrad, Kerwin Mathews, Jack Diamond, Jean Willes. Produced by Stirling Silliphant and John Barnwell. Directed by Phil Karlson.

STORY: Two ex-GI's, Guy Madison and his pal, Brian Keith, who saved his life in combat but returned psychoneurotic, attend a midwest college with wealthy Kerwin Mathews and Alvy Moore. The foursome head back to school after a summer vacation with a stopover in Las Vegas, where they witness a futile holdup of a gambling spot and hear the comment as they catch the crook that it can't be done. Mathews remembers the challenging remark when they get back. Madison resumes his romance with Kim Novak, a singer in a local cafe. As a short vacation approaches, Mathews evolves a plan to rob the gambling spot just to show that it can be done and to return the money. Keith becomes enthused and Moore agrees to go along. They persuade Madison to go along without revealing the plan to him. Novak decides to come along at the last minute so that they can get married there. Enroute, Madison learns of the plan and when he tries to break it up Keith forces them to go through with it at gun's point, planning to keep the money, his mind having snapped. The plan comes off and Keith grabs the money and runs. Novak had informed the police and soon the area is surrounded. Madison talks the trapped Keith out of his gun and he is taken to a hospital for treatment. The others leave with the police to tell their story.

X-RAY: Well-done and interesting throughout, this entry deals in drama and suspense and should do well as part of the program. The cast is good and the direction and production are in the better class. The screen play is by Stirling Silliphant, William Bowers, and John Barnwell based on the Good Housekeeping story by Jack Finney. Music heard includes "The Life Of The Party."

TIP ON BIDDING: Better program rates.

AD LINES: "5 Seconds To Go . . . Then The Guns Go Off"; "Four Guys . . . A Girl . . . A Gadget . . . And The Bank Was Broken"; "The Story Of A Perfect Crime . . . Actually Filmed Where It Happened In Reno . . . The Fort Knox Of The West."

Prize Of Gold (738)

MELODRAMA
98M.

(Color by Technicolor)
(Filmed in Germany and England)

ESTIMATE: Interesting meller.

CAST: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit, Joseph Tomelty, Andrew Ray, Karel Stepanek, Robert Ayres, Eric Pohlmann, Olive Sloane. Produced by Irving Allen and Albert R. Broccoli; directed by Mark Robson.

STORY: In the Allied zone of Berlin, a cache of gold bullion is uncovered in a canal and American Air Force Police Sergeant Richard Widmark and his British counterpart, George Cole, are assigned to guard it in staggered shipments to London. When Widmark's jeep is stolen, his pursuit leads him to a group of children, the young thief among them, being cared for by Mai Zetterling and elderly doctor Karel Stepanek, who hope to raise enough money to take them to Brazil to start life anew. Widmark and she fall in love, but wealthy Eric Pohlmann has promised her money for the trip if she will be nice to him. Widmark throws him out and promises the money. He agrees to join Cole in a plan to steal part of the gold and they enlist the aid of ex-flyer Nigel Patrick; Cole's uncle, Joseph Tomelty, who is to provide a truck; and Donald Wolfit, who is to dispose of it. Patrick lands the craft at a deserted base in England where the truck is waiting. The plane's crew tries to make a break in the plane, but Patrick lets go with a machine gun blast that causes it to crash and burn against Wolfit's car. Unknown to Widmark, the crew manages to escape. Widmark's conscience bothers him, and he and Cole agree that they have to give up the gold and surrender. He promises to exonerate Wolfit if he will pay a large sum to wind up in the hands of Zetterling, and he and Tomelty leave. Patrick refuses to go along and kills Cole. In trying to escape laden with the gold from Widmark, he topples into a canal and is drowned by the heavy weight. Widmark surrenders.

X-RAY: Berlin backgrounds, plus local casts, plus a slightly different, if too pat yarn, plus okeh performances and average direction and production are to be found in this entry that should do well on the program. Interest is present pretty much throughout the film and things speed up at the climax. On the spot filming aids in getting the film across. Songs heard include "A Prize Of Gold" and "In Love, In Love." The screen play is by Robert Buchner and John Paxton, based on the novel by Max Catto.

TIP ON BIDDING: Fair program rates.

AD LINES: "Stolen Gold For The Girl With The Golden Hair"; "An Amazing Adventure In Suspense Amid The Thieves' Market Of Berlin And The Rats' Alleys Of London"; "An Off-Limits Girl . . . An Off-Beat Story And Stunning Suspense."

MGM

Moonfleet (528)

MELODRAMA
89M.

(CinemaScope) (Eastman Color)

ESTIMATE: Interesting meller with angles to help.

CAST: Stewart Granger, George Sanders, Joan Greenwood, Viveca Lindfors, Jon Whiteley, Liliane Montevecchi, Melville Cooper, Sean McClory, Alan Napier, John Hoyt, Donna Corcoran, Jack Elam, Dan Seymour, Ian Wolfe, Lester Matthews, Skelton Knaggs, Richard Hale, John Alderson, Ashley Cowan, Frank Ferguson, Booth Colman. Produced by John Houseman; directed by Fritz Lang.

STORY: Jon Whiteley arrives at Moonfleet and find himself in the hands of a group of brutal men, commanded by Stewart Granger. A letter carried by the boy and written by his mother instructs him to seek the protection of Granger, who was her sweetheart when a young man. Granger allows Whiteley to stay with him at the manor house of the boy's ancestors. Granger is secretly engaged in smuggling. He conceals his hiding place in the graveyard by fabricating a ghost-tale concerning Whiteley's ancestor, who is buried beneath the church. This person was reputed to have acquired a fabulous diamond that is still secretly hidden. When Whiteley accidentally stumbles into a hole in the graveyard, he discovers the smugglers' hiding place and the bones of Sir John. The boy obtains a locket before he is discovered by the smugglers. They plan to kill Whiteley, but are overruled by Granger. When the police catch Granger in the act of smuggling, he is forced to flee, with the boy trailing behind him. From the locket, Whiteley produces a cryptic message that tells the hiding place of the diamond. Disguised as a soldier, Granger manages to obtain the diamond from the interior of a well. He is being hunted, and the gem will act as his passage out of the country. Granger is able to make an escape, but must betray the boy's trust. A pang of conscience makes Granger return for the boy, this resulting in the smuggler being shot. Dying, Granger reaches Whiteley and entrusts with him the stone.

X-RAY: This entry takes the form of an interesting and well made adventure

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yarn. The plot flows smoothly, with Granger excellent in his swashbuckling role. Other performances, direction, and production fall into the good category. CinemaScope and Eastman Color should help at the boxoffice. Screen play is by Jan Lustig and Margaret Fitts, based on the novel by J. Meade Falkner.

AD LINES: "What Was The Secret Of The Mysterious Manor And Its Fearless Master?"; "A Small Boy On The Trail Of A Priceless Diamond . . . With A Band Of Cutthroats At His Heels"; "'Moonfleet' . . . The Name Spoke Of Long Forgotten Secrets That Were Guarded By A Ghost."

PARAMOUNT

Hell's Island (411)

MELODRAMA 84M.

(VistaVision)
(Color by Technicolor)

ESTIMATE: Fair programmer.

CAST: John Payne, Mary Murphy, Francis L. Sullivan, Eduardo Mortega, Arnold Moss, Walter Reed, Pepe Hern, Robert Cabal, Sandor Szabo, Paul Picerni, Mario Siletti, Matty Fain. Produced by William Pine and William Thomas; directed by Phil Karlson.

STORY: John Payne, one-time assistant district attorney, tells his story to police captain Eduardo Mortega as a doctor patches up a bullet wound. When his sweetheart, Mary Murphy, jilted him to elope with Paul Picerni, whom she thought wealthy, he goes on a binge that ends his career and winds up working at a Las Vegas gambling casino where he is approached by Francis L. Sullivan in a wheelchair to investigate the disappearance of a large ruby which disappeared when a plane crashed killing the owner. He takes the job when he learns that Picerni and Murphy are involved and finds Picerni jailed for the death of the owner. Murphy makes a play for him revealing she no longer loves Picerni. She would like to help him escape as he is innocent and it was she who tampered with the plane causing it to crash. She disclaims any knowledge of the missing ruby. When Payne tries to question a mechanic, the latter is killed. Also dead is Murphy's houseboy, and Payne is kidnapped by Sullivan and companions, who think he is doublecrossing them. He escapes and agrees to help Picerni escape, only to learn from him that it is a trap and that Murphy is probably after his large life insurance. Payne sets up a trap of his own with Mortega listening to her admit her guilt. Sullivan and bodyguard step in to try and take the ruby which is brought out of its hiding place, but justice triumphs and Sullivan and company are killed, Payne is wounded, and Murphy is arrested.

X-RAY: Intrigue, murder, Murphy in revealing garb, two-fisted action, gunplay are to be found in this entry for the program along with fair performances and average direction and production. It can round out the bill in okeh fashion. The screen play is by Maxwell Shane based on a story by Jack Leonard and Martin M. Goldsmith. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program rates.

AD LINES: "Her Curves Spelled DANGER"; "He Was A Sucker For The Wrong Gal"; "Adventure . . . Intrigue . . . Murder A Short Distance From 'Hell's Island'."

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RKO

Bringing Up Baby (575)

COMEDY 102M.

(Reissue)

ESTIMATE: Reissue has names to help.

CAST: Katharine Hepburn, Cary Grant, Charlie Ruggles, Walter Catlett, Barry Fitzgerald, May Robson, Fritz Feld, Leona Roberts, George Irving, Tala Birell, Virginia Walker, John Kelly. Associate producer, Cliff Reid; directed by Howard Hawks.

STORY: Cary Grant is a scientist chased on eve of marriage by scatter-brained Katharine Hepburn, who wants him to marry her but wants to lead him into the idea. Everything she does gets him into further trouble. She takes him to Connecticut, where his and her antics in concealing a baby leopard on an estate make everyone believe he is crazy. They finally land in jail, but get out and merge.

X-RAY: When first reviewed in THE SERVISECTION of February, 1938, it was said, "This is a wildly outrageous farce which will have some family folks going out of the theatre saying it is a silly picture, but it will, for the most part, register well. It is mostly class, but it is liable to raise belly laughs among the low nabes, too. The twists of the plot has many gags that are screamingly funny. The lead stars are great." The screen play is by Dudley Nichols and Hager Wilde, from a story by Wilde.

TIP ON BIDDING: Top reissue price.

AD LINES: "Whee! What A Love Spree When 'Baby' Makes Three!"; "It's Gay, It's Crazy!"; "Love Me . . . Love My Leopard, Oh, Baby, What A Ball!"

I Remember Mama (576)

COMEDY DRAMA 119M.

(Reissue)

ESTIMATE: Reissue should click.

CAST: Irene Dunne, Barbara Bel Geddes, Oscar Homolka, Phillip Dorn, Sir Cedric Hardwicke, Edgar Bergen, Rudy Vallee, Barbara O'Neil, Florence Bates, Peggy McIntyre, June Hedin, Steve Brown, Ellen Corby, Hope Landin, Edith Evanson, Tommy Ivo. Produced by Harriet Parsons; executive producer and director, George Stevens.

STORY: In San Francisco, nearly half a century ago, a Norwegian family headed by wise and indomitable mother Irene Dunne and father Phillip Dorn, have many gay, human experiences in their attempts to establish themselves and maintain their home, always falling back upon "Mama's Bank Account" when things go wrong. Dunne guides her fascinating brood, her problem relatives, and other strange characters who cross the family's path; finally reveals that she never had a bank account; but always used the idea to fall back on so that the youngsters would feel secure.

X-RAY: When first reviewed in THE SERVISECTION of March, 1948, it was said of this reissue: "Containing all the ingredients that go into a hit film, this has its quota of warmth, feeling, comedy, dramatic touches, and all-around competence. It is based on the novel, "Mama's Bank Account," by Kathryn Forbes and a hit stage play by John Van Druten. The cast is letter perfect, and while the story consists of a number of incidents, the expertness of George Stevens has succeeded in producing an entertaining unit. The stars and the entire cast acquit themselves admirably."

TIP ON BIDDING: Top reissue price.

AD LINES: "Wonderful, Lovable, Memorable 'Mama' Is On The Screen"; "Wonderful 'Mama'—More Wonderful Than Ever On The Screen"; "Brought Back For Your Re-enjoyment."

REPUBLIC

A Day To Remember (5433)

COMEDY 72M.

(Rank)
(English-made)

ESTIMATE: Interesting art house offering.

CAST: Joan Rice, Donald Sinden, Odile Versois, Stanley Holloway, James Hayter, Edward Chapman, Bill Owen, Harry Fowler, Vernon Gray, Peter Jones, Patricia Raine, Arthur Hill. Produced by Betty E. Box; directed by Ralph Thomas.

STORY: The dart team of an English pub prepares for a day's outing to Boulogne, France. Included are Donald Sinden, quiet young man obviously mismatched with vivacious Joan Rice; Edward Chapman, a widower wishing to recapture happy memories of trips to France with his wife; James Hayter, pub owner and self-appointed chaperone; Bill Owen, tired of being kidded because of his short stature; Stanley Holloway, fun-loving girl chaser; Peter Jones, travel clerk leaving England for the first time; and Harry Fowler, politician with some smuggling plans. Owen quickly gets drunk and fulfills a lifelong ambition as he joins the Foreign Legion. Collins becomes sidetracked by a vivacious Frenchwoman and winds up drunk and dancing in a French dive. Jones happily learns that he enjoys England far more than travel. Harvey is fortunately sidetracked in his smuggling plans. Chapman successfully finds his lost memories. Sinden, who was billeted on a Boulogne farm during the war, finds a now grown Odile Versois and is drawn to her despite the fact that she is engaged to a successful lawyer. Rice, in England, falls in love with an American soldier and decides to break off with Sinden. Versois breaks up with her lawyer, promising to wait for Sinden's return to France. On the way home all have found some degree of happiness.

X-RAY: This comedy of Englishmen going French for a day makes an interesting art house offering. Each of the stories unfolding holds interest and characters are well-built. Versois is particularly charming, and other cast members acquit themselves well. Some of the material is a bit flimsy, and some of the humor perhaps a little too English for American tastes, but the whole effort comes off rather well. The screen play is by Robin Estridge from a novel by Jerrard Tickell.

AD LINES: "For Laughs You'll Never Forget, See 'A Day To Remember'"; "A Wild And Wacky Adventure In France"; "Laughs And Romance As Englishmen On The Town Meet Those Mademoiselles."

Santa Fe Passage (5404)

OUTDOOR ACTION 90M.

(Color by Trucolor)

ESTIMATE: Okeh frontiersmen vs. Indians entry.

CAST: John Payne, Faith Domergue, Rod Cameron, Slim Pickens, Irene Tedrow, George Keymas, Leo Gordon, Anthony Caruso. Associate producer, Sidney Picker; directed by William Witney.

STORY: Scout John Payne hates all Indians, particularly George Keymas, Kiowas chief, whose treacherous massacre of a wagon-train for whose safety he was responsible leads to his ostracism. He applies for a job with a train led by Rod Cameron, who hires him over the objections of Faith Domergue, half-Indian who owns half the ammunition being escorted for sale to Mexican revolutionists. He saves the train several times, not knowing her Indian background, falls in love with her despite warnings by Cameron.

Cameron reveals her background to Payne and also makes a deal with Keymas to turn over Payne to him, but the chief plans to doublecross everybody and get the guns as well. During the attack, Payne escapes from his Indian captors and rides to warn the train. Cameron is killed, but Payne manages to save Domergue, whom he loves regardless. He is unable to save Indian Irene Tedrow, who posed as Domergue's maid but who really was her mother. Keymas is killed by Payne and they ride on with the train to be wed in Santa Fe.

X-RAY: There's a goodly amount of action to be found here along with a story that holds interest pretty well throughout, and plenty of Indians for the younger set. The color shows up very well, while the cast, direction, and production fall in the okeh category. It should do well on the program. The screen play is by Lillie Hayward, based on the Esquire Magazine story by Clay Fisher.

TIP ON BIDDING: Fair program rates.

AD LINES: "An Action-Packed Yarn Of The Early West"; "Thrills Galore As Pioneer Wagon Trains Run The Indian Gauntlet To Santa Fe"; "Roaring Guns Cleared The Passage To Santa Fe."

20TH-FOX

Angela (511)

MELODRAMA
81M.

(Filmed in Italy)

ESTIMATE: Okeh programmer.

CAST: Dennis O'Keefe, Mara Lane, Rossano Brazzi, Arnoldo Foa, Galeazzo Benti, Enzo Fiermonte, Nino Crisman, Giovanni Fostini, Francesco Tensi, Gorella Gori. Produced by Steven Pallos; directed by Dennis O'Keefe.

STORY: Dennis O'Keefe, American partner in a car agency, meets Mara Lane, secretary to Nino Crisman, wealthy club owner. One night he is summoned to her apartment to find that Crisman died of a heart attack. She begs him to move the body to avoid a scandal. He learns from a note that she was involved with the dead man. Rossano Brazzi, ex-convict, racketeer, and husband of Lane, puts in an appearance and tries to involve O'Keefe by shooting the dead man with O'Keefe's gun and then shoving the car containing Crisman and O'Keefe over a cliff; but O'Keefe turns the tables, kills Brazzi and sends the two corpses over the cliff in the car. When the police charge him with murder, the bullet being found in the dead man to have been fired from his gun, he calls on Lane to tell the whole story. She feigns ignorance. O'Keefe escapes and later forces a confession from Lane, who gets a gun and wounds O'Keefe. The police close in and capture both. O'Keefe is cleared but marked by a scar and limp for life while Lane goes off to jail.

X-RAY: There's a good deal of intrigue and some suspense to be found in this entry which should round out the program in okeh fashion. The cast is efficient, and direction and production are suitable. It unreels at a pace that sustains interest. The screen play is by Jonathan Rix and Edoardo Anton, based on a story by Steve Carruthers.

TIP ON BIDDING: Program rates.

AD LINES: "She Was A Girl Many Men Could Love And Did"; "When She Couldn't Get Her Man One Way . . . She Got Him Another"; "Suspense . . . Intrigue . . . Murder Follow 'Angela'."

Daddy Long Legs (515)

MUSICAL COMEDY
126M.

(CinemaScope)
(De Luxe Color)

ESTIMATE: Entertaining entry is headed for higher grosses.

CAST: Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter, Fred Clark, Charlotte Austin, Larry Keating, Kathryn Givney, Kelly Brown, Ray Anthony and his Orchestra, Sara Shane, Numa Lapeyre, Ann Codee, Steven Geray, Percival Vivian, Joseph Kearns, Larry Kent, Charles Anthony Hughes, Ralph Dumke, Damian O'Flynn. Produced by Samuel G. Engel; directed by Jean Negulesco.

STORY: While touring France, millionaire playboy Fred Astaire comes across Leslie Caron in an orphanage. Fascinated by her freshness, Astaire arranges to send Caron to a college in Massachusetts. Astaire is to be Caron's sponsor, with his identity being kept secret. Caron, who knows Astaire only under an alias, is saddened when he does not answer her letters. She states so in a letter which is brought to the attention of Astaire, who decides to visit Caron under the pretext of seeing his niece, Terry Moore, Caron's roommate. At the annual college spring dance, he meets Caron and falls in love with her. He still keeps his identity as her benefactor a secret. When Caron pays a weekend visit to Astaire in New York, he wines and dines her and she falls for him. Thinking he is too old for her, Astaire sends for her boyfriend who is working in Astaire's South American mine. Astaire then tours the world in an attempt to forget the girl. Caron, saddened by Astaire's abandonment, bides her time in college until graduation. Now confused and dejected, she appeals to her mysterious guardian for advice. A meeting between Caron and Astaire is arranged through the trickery of Astaire's business manager, Fred Clark. Caron arrives at the Astaire home and suddenly realizes who her mysterious benefactor really is. Astaire realizes that she loves him.

X-RAY: The film will appeal to a wide audience and has names that will draw. Excellently mounted, the entry makes for fine entertainment. Direction and performances are good, while dances and settings fall into a superior category. The story is handled in an able fashion, the result being a smooth and well-paced entry. Screen play is by Phoebe and Harry Ephron, from the novel by Jean Webster. Songs include "History of the Beat," "Texas Ramp and Square Dance," "Something Has Got to Give," "CAT Spells Cat," "Welcome Egghead," "Dream," "Daddy Long Legs," "Sluefoot," "Tango," "Griggs Drums," "Mambo," "Blues," "Dancing Through Life," and "Thunderbird."

TIP ON BIDDING: Higher rates.

AD LINES: "A Delight To See . . . A Film That Will Charm And Captivate"; "Its Caron And Astaire In A Grand And Glorious Musical"; "Guaranteed To Fill Your Heart With Happiness And Joy."

UNITED ARTISTS

Robber's Roost

WESTERN
82M.

(Goldstein-Jacks)
(Eastman Color)

ESTIMATE: Okeh western.

CAST: George Montgomery, Richard Boone, Sylvia Findley, Bruce Bennett, Peter Graves, Warren Stevens, Tony Romano, William Hopper, Leo Gordon, Stanley Clements, Joe Bassett, Leonard Geer, Al Wyatt, Boyd "Red" Morgan. Produced by Robert Goldstein; directed by Sidney Salkow.

STORY: George Montgomery arrives in town and detects outlaw gang leader Peter Graves cheating in a card game with rival gang leader Richard Boone. His fast draw impresses Boone, and he offers him a job. They ride out to a ranch owned by Bruce Bennett, confined to a wheel chair, to ostensibly care for his cattle but in reality to steal them, only to find that Graves and his men have also been hired. Bennett figures that they'll be so busy watching each other that his cattle will be safe. Bennett's sister, Sylvia Findley, arrives from a visit East and doesn't like the situation. Montgomery, a woman-hater, is assigned to keep an eye on her. The two gangs get together and decide to start the rustling, whereupon Montgomery urges her to sell the cattle at any price. She spots a wanted poster on Montgomery for murder. Boone doublecrosses Graves and his men and leaves with the cattle and Findley as hostage. Both Graves and his gang as well as a posse of lawmen take off after Boone. At a hideout, Montgomery is successful in protecting Findley from Boone but decides that he must get her away. Boone spots them leaving and alerts the camp. The shots attract Graves and a gun battle ensues with Boone killing Graves. As Boone is about to kill Montgomery, Findley sets a rockslide in motion, wounding Boone. Before he dies, he confesses to the sheriff, now on the scene, that he raided Montgomery's ranch and killed his wife and that Montgomery was justified in killing members of his gang. Cleared, Montgomery and Findley can now think about the future.

X-RAY: There's lots of action to be found in this western entry, and fans should be satisfied with the result. The story holds interest pretty much throughout, the performances are adequate, and the direction and production efficient so that the end result emerges as an entry that can round out the program where westerns are appreciated. The screen play is by John O'Dea, Sidney Salkow, Maurice Geraghty, based on a novel by Zane Grey. Songs heard include "This Is The Night," "I Turned It Down," and "Robber's Roost," all sung by Tony Romano. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program rates.

AD LINES: "He Had To Be Quick With A Gun To Get Out Of 'Robber's Roost'"; "Rival Outlaw Gangs Battle For A Single Prize . . . The Result Rapid-Paced Action"; "Roaring Guns Ruled 'Robber's Roost'."

The Tiger And The Flame

MELODRAMA
97M.

(Modi)
(Made in India)
(English language) (Technicolor)

ESTIMATE: Interesting meller for the art spots.

CAST: Mehtab, Sohrab Modi, Mubarak, Ulhas, Ramsingh, Sapru, Baby Shika, Anil Kishore, Gloria Gasper, Kamalakant, Michael Shea, Marconi, Nayampalli, Shakila. Produced and directed by Sohrab M. Modi.

STORY: In the middle of the last century, the British East India Company has gained control of a major part of India. The Indian state of Jhansi has still retained its independence as Mubarak becomes the new king. He is a widower and an heir to the throne is a necessity if Jhansi is to remain out of British control. Sohrab Modi, the power behind the throne, canvasses India for a bride for Mubarak, and finally selects a belligerent nine-year-old girl. She marries the king and her training and education begin. After 10 years she becomes the queen and gives birth to a son. The son dies as does the king and a new heir is selected. The British now try to annex Jhansi, and Queen Mehtab pledges to defend her land. When a mob riots and massacres British soldiers, Mehtab is blamed. In retailiation the British army marches upon Jhansi. The besieged fortress stands for 14 days, but finally falls when a traitor allows the enemy to enter its walls. Mehtab flees to Kalpi where she reorganizes her forces

and meets the British on the battlefield. The Indians fight fiercely and are almost victorious, but when English reinforcements arrive, Mehtab is finally killed.

X-RAY: This entry will make unusual entertainment for art and specialty spots. Filmed in India, the picture contains abundant amounts of action in the form of battle scenes. An exotic effect is added by the use of location photography, traditional costumes and pageantry, as well as a legendary plot. Production and photography are good with acting and direction being adequate. Screen play by Geza Herczeg, Pandit Sudershan, Adi F. Keeka.

AD LINES: "A Cast Of Twenty-Five Thousand In This First Indian Technicolor Extravaganza"; "Out Of Mysterious India Comes This Story Of A Courageous Heroine, Fighting Side By Side With Men To Keep Her Country Free"; "The Tale Of A Queen Who Led Her Armies In A Life And Death Battle."

U-International

The Shrike

DRAMA
88M.

ESTIMATE: Psychological drama has angles.

CAST: Jose Ferrer, June Allyson, Joy Page, Kendall Clark, Isabel Bonner, Jay Barney, Somer Alberg, Ed Platt, Dick Benedict, Will Kuliva, Martin Newman, Billy Greene. Produced by Aaron Rosenberg; directed by Jose Ferrer.

STORY: Broadway stage director Jose Ferrer is brought to a city hospital following a suicide attempt and is comforted by his estranged wife, June Allyson. He tells his story during interviews with staff psychiatrists, and reveals that he would rather not go back to Allyson. It seems that she had a role in his first play, and they fell in love and were married after the critics hailed him as a new genius in the theatre. She takes more and more of an aggressive interest in his plays when she receives no more roles, and he has a number of failures. Things get better as she becomes pregnant but a miscarriage results and nature decrees she can not have any more children. Her possessiveness over Ferrer and his activities increases while he becomes more resentful. He meets unknown actress Joy Page and gives her a part in a play that is a flop. They become better acquainted as she builds his ego, contrary to Allyson tearing it down. When Allyson suggests taking a job in her father's store in New England, he walks out to live alone and sees Page more frequently. Realizing he is getting nowhere personally and artistically, he tries suicide. He is convinced that in order to get out, he must give the answers that the doctors seek and must tell them he will return to Allyson, who must sign him out. The psychiatrist talks to Allyson and suggests that she ought to get some mental help as some of Ferrer's situations might be due to her. When he gets out, she tells him he is free to go his way and that she regrets her actions. He is affected by her remorse and hopes that the future may be better for them as they head for home together.

X-RAY: Based on a play that had considerable success both on Broadway and elsewhere, this dramatic entry has much to offer discriminating moviegoers. Ferrer turns in a fine job as the lead with mental problems, and Allyson, too, adds to the lustre of the offering, although viewers are accustomed to seeing her in other types of roles. The story is not a pleasant one, but there is a certain amount of fascination to be found here as well as some revelations as to the proceedings and inhabitants of psycho wards in municipal hospitals. The dircetion is good and the production also in the better category. The screen play is by Ketti Fringe, based on the play by Joseph Kramm.

TIP ON BIDDING: Higher rates in many situations.

AD LINES: "The Challenging Pulitzer Prize Play Brings Its Startling Intimacy To The Screen"; "A Film Built To Shock Viewers"; "Was She Good Or All Bad . . . Only One Man Could Answer And He Dared Not."

WARNERS

The Sea Chase (416)

MELODRAMA
117M.

(CinemaScope) (WarnerColor)

ESTIMATE: Interesting meller has names and entertainment angles.

CAST: John Wayne, Lana Turner, David Farrar, Lyle Bettger, Tab Hunter, James Arness, Richard Davalos, John Qualen, Paul Fix, Lowell Gilmore, Luis Van Rooten, Alan Hale, Wilton Graff, Peter Whitney, Claude Akin, John Doucette, Alan Lee. Produced and directed by John Farrow.

STORY: Captain John Wayne, former German Navy officer, is in command of an old freighter, the Ergenstrasse, tied up in Sydney in 1939 on the eve of World War II. The ship is short of coal, food, etc., and getting little aid from the Australians about replenishing same. War is declared between the British Empire and Nazi Germany and aboard is Nazi spy Lana Turner, engaged to British officer David Farrar, friend of Wayne's who forces her to break it off on threat of exposure. Also aboard is Lyle Bettger, Naval Intelligence operative and ship officer. Wayne eludes his pursuers and makes for Valpariso after stopping off to raid a shipwreck station for food, where Bettger murders some stranded seamen, and to pick up wood on shores of deserted islands. There is friction between the crew and Wayne and eventually he and Turner fall in love. Sharks and rats attack crew members and there are accidents, but eventually the ship makes port and all are welcomed as heroes for eluding the British Navy. Farar's vessel arrives soon after, and Farrar calls Wayne a murederer. Farrar gets transferred to a North Sea patrol vessel to watch for Wayne, who starts homeward. With the shores of Norway close by, Wayne has his crew abandon ship as Farrar opens fire. Wayne and Turner remain aboard, as does Bettger against his will, and he is killed by an exploding shell, with the ship flying the Imperial flag instead of the Nazi swastika. The crew brings Farrar the log which shows Wayne is innocent of the accused murder, and whether or not Wayne and Turner survive and reach shore is a matter of conjecture.

X-RAY: There are those who may scoff at the thought of accepting John Wayne as a German sea captain and Lana Turner as an international spy, while others will accept it wholeheartedly. Whatever the belief, the film still packs quite a bit of entertainment possibilities. The story holds interest although the unreeling time is a bit long, and the cast is efficient in its roles, the direction and production in the good category. With a little selling, it could rise above the average in returns. The screen play is by James Warner Bellah and John Twist, based on the novel by Andrew Geer.

TIP ON BIDDING: Higher program rates.

AD LINES: "A Story That Electrified The World During World War II"; "The Real Story Has Never Been Unfolded Before . . . Don't Miss The Thrilling Truth"; "High Adventure On The Seas Of The World With John Wayne And Lana Turner."

Tall Man Riding (417)

WESTERN
83M.

(Color by WarnerColor)

ESTIMATE: Okeh western.

CAST: Randolph Scott, Dorothy Malone, Peggie Castle, Bill Ching, John Baragrey, Robert Barrat, John Dehner, Paul Richards, Lane Chandler, Mickey Simpson, Joe Bassett, Charles Watts, Russ Conway. Produced by David Weisbart; directed by Lesley Selander.

STORY: Randolph Scott returns to seek revenge on Robert Barrat, owner of a huge ranch, for wrongs inflicted by him which broke up his romance with Dorothy Malone, Barrat's daughter. Scott intends to kill the old man fairly. He runs across saloon owner John Baragrey, who is after Barrat's lands, his sheriff appointee Mickey Simpson, his hired gun hand Paul Richards, and singer Peggie Castle, who is also Baragrey's girl. Baragrey asks Scott to join his force but is turned down. Scott learns from lawyer John Dehner that Barrat doesn't legally own the land and that a marshal will throw it open to the public. He rescues Bill Ching from being killed by irate townspeople, and learns that he is married to Malone. Ching is charged with the murder of one of the men actually shot by Scott, but he is unable to intercede at the hearing. Richards kills Ching. The word gets out that Scott shot him, but he forces the sheriff to tell the truth. Scott is asked for a showdown by Barrat in a darkened and deserted cabin, and he wounds the old man, after which he learns that he has become half-blind. Scott breaks with Dehner, who switches to Baragrey, and when the Barrat land is thrown open to the public, Baragrey and Dehner try to claim unfairly the best section. Scott, in a showdown, kills both and turns over the land to Barrat, who apologizes for past actions while Malone and Scott realize that it's still not too late for a life together.

X-RAY: Where other Randolph Scott western have done well, this, too, should join the parade for it has many of the same ingredients including lots of gunplay, fistic action, riding, and slightly different situations storywise. The cast is adequate and the production and direction are efficient. The screen play is by Joseph Hoffman, based on the novel by Norman A. Fox.

TIP ON BIDDING: Program rates.

AD LINES: "He Came Back To Kill A Man And Wound Up Marrying His Daughter"; "An Action-Packed Yarn Of Roaring Guns And Two-Fisted Cowmen"; "He Had A Score To Settle With Roaring Guns The Answer."

ENGLISH FILMS

Chance Meeting

DRAMA
94M.

(Pacemaker)
(English-made)

ESTIMATE: Interesting English programmer.

CAST: Odile Versois, David Knight, Joseph Tomelty, Paul Carpenter, Theodore Bikel, Jill Adams, David Kossoff, John McClaren, Betty Marsden, Peter Illing, Peter Dyneley, Bernard Rebel. Produced by Anthony Havelock-Allen; directed by Anthony Asquith.

STORY: David Knight, an American working in the Embassy in London, attends a ballet and meets Odile Versois. Friendship ripens into love. At one of

their secret meetings, Versois discovers that Knight is attached to the U. S. Embassy and tells him that she is the daughter of David Kossoff, minister of one of the Iron Curtain countries. When Versois returns home, she learns her movements have been reported and is forbidden to see Knight again. American Intelligence has learned of phone conversations between Versois and Knight and is suspicious. Versois informs Knight that they must never see each other again. Weeks go by and encouraged by a chance meeting, Knight phones Versois. The call is tapped, and U. S. Embassy officials are convinced that the lovers are engaged in subversive activities. When Kossoff learns that Versois is to have Knight's child, he orders her to return to their country. The lovers are desperate. Knight is arrested by the military police. He escapes and boards the boat train taking Versois out of the country. They elude their pursuers, and, stealing a boat, put out to sea in a strong gale. Unknown to pursuers the boat rides the storm and the lovers are free.

X-RAY: Containing abundant quantities of interest and excitement, this entry can serve as an okeh programmer. The film's somewhat unique story is well handled in performances, direction, and production, the result being a fast moving and appealing drama. Screen play by George Tabori and Robin Estridge. It can go in art and specialty houses or on the lower half in regulated spots.

AD LINES: "Branded As Spies And Traitors, They Only Wanted To Be Left Alone"; "They Could Run And Run . . . But They Never Could Escape Reality."

Front Page Story

MELODRAMA
95M.

(Associated Artists)
(English-made)

ESTIMATE: Fair meller for the art spots.

CAST: Jack Hawkins, Elizabeth Allen, Eva Bartok, Derek Farr, Michael Goodliffe, Martin Miller, Walter Fitzgerald, Patricia Marmont, Joseph Tomelty, Jenny Jones, Stephen Vercoe, Helen Haye, Michael Howard, John Stewart, Bruce Beeby, Guy Middleton. Produced by Jay Lewis; directed by Gordon Parry.

STORY: Jack Hawkins, news editor, London Daily World, gets leads on dramatic news stories. The first concerns a foreign atomic scientist who turns out to be a foreign agent. Through the efforts of the World, he is arrested, but this kills the story until charges are made by the authorities. The second deals with Eva Bartok, on trial at the Old Bailey on a charge of mercy-killing of her husband. She is acquitted and as reporter Michael Goodliffe follows her, she is killed in a traffic accident. A third story concerns a group of children made homeless through officialdom's stupidity. They are brought to the newspaper office and adopted by the paper when their mother dies through an accident. Interwoven with these stories is a personal one of Hawkins' domestic worries. He learns that his wife, Elizabeth Allen, has been unfaithful with his assistant, Derek Farr, and is running away. A plane crash is reported with her name on the passenger list. Hawkins is attacked by idealistic reporter Goodliffe on a point of alleged ethics. Hawkins points out the qualities needed in journalism. As Hawkins finally leaves he is met in the hall by Allen, who has missed the plane at the last moment. They embrace, promising to produce a happier understanding.

X-RAY: In an attempt to convey the excitement and dramatics of journalism the entry over does it, thus creating false melodramatics and sentimetality. Slow moving at first, the story picks up speed and finishes with an interesting climax. Performances, direction, and production are satisfactory. Screen play by Jay Lewis and Jack Howells from the novel "Final Night," by Robert Gaines. British cast and accents slot this in art house category.

AD LINES: "What Is The Story Behind The Headlines?"; "His Job Was To Run A Newspaper And Meant Being Hated."

Three Cases Of Murder

MELODRAMA
99M.

(Associated Artists)
(English-made)

ESTIMATE: Off-beat three-part melodrama for art spots.

CAST: Emrys Jones, John Gregson, Jack Lambert, Philip Dale, Colette Wilde, Christina Forrest, Maurice Kaufmann, Alan Badel, Hugh Pryse, John Salew, Leueen Macgrath, Eddie Byrne, Ann Hanslip, Harry Welchman, Orson Welles, Helen Cherry, Peter Burton, Arthur Wontner, John Humphrey, David Horne, Andre Morell, Zena Marshall, Evelyn Hall. Produced by Ian Dalrymple with Hugh Perceval; "You Killed Elizabeth," directed by David Eady; "In The Picture," directed by Wendy Toye; "Lord Mountdrago," directed by George More O'Ferrall.

STORY: This comprises three independent stories. The first, "In The Picture," deals with a painting of an eerie-looking house by an unknown artist in a museum. Museum guard Hugh Pryse is fascinated by the work and discusses it with mysterious stranger Alan Badel. They agree that a light in the window of the house would improve the painting. Badel takes Pryse into the painting and into the mysterious house. There he finds a woman and a taxidermist, who live with Badel inside the picture. Badel wants that light in the window using Pryse's candle and the taxidermist wants Pryse for a stuffed specimen. A bargain is struck, and in the gallery the scream of Pryse can be heard followed by the appearance of a light in the house in the painting. The second tale, "You Killed Elizabeth," tells of two friends and business partners, Emrys Jones and John Gregson. Gregson is addicted to spells of total mental blackout in which he can remember nothing. Jones falls in love with Elizabeth Sellers, but Gregson takes her away from him. Sellers is found murdered and Gregson has suffered one of his blackout spells. Jones convinces Gregson that during his spell he committed the murder. Gregson accepts this but later finds out that Jones did the killing. Jones pushes Gregson out of a window and calls it suicide. Jones is found out by the police when the murdered girl's bracelet is found upon his person. "Lord Mountdrago" deals with British Foreign Secretary Orson Wells, hated by political rival Alan Badel. Welles suffers from nightmares in which Badel always ridicules him in awkward and undignified situations. Welles discovers that he can control the action in his dreams and that anything that happens to Badel in the dream, happens to the opponent also in real life. Welles kills Badel in a dream, resulting in Badel's actual death. However, Welles continues to see Badel alive.

X-RAY: This film makes for okeh offbeat entertainment. The three episodes are each presented with good acting, direction, and production, and adroitly manage to convey the desired mood. It is suited strictly for the art spots. Screen plays are by Ian Dalrymple, Donald Wilson, and Sidney Carroll, based on "In The Picture" by Roderick Wilkinson, "You Killed Elizabeth" by Brett Halliday, and "Lord Mountdrago" by Somerset Maugham. The title is saleable.

AD LINES: "Guaranteed To Chill And Thrill"; "You've Never Seen Murders Like These!"; "Unusual Entertainment . . . A Film With A Difference."

To Paris With Love

COMEDY
78M.

(Continental Distributing)
(English-made) (Technicolor)

ESTIMATE: Guinness draw makes this an art house natural with possibilities elsewhere.

CAST: Alec Guinness, Odile Versois, Vernon Gray, Jacques Francois, Elina Labourdette, Austin Trevor, Claude Romain, Maureen Davis, Jacques Brunius, Pamela Sterling, Mollie Hartley Milburn, Michael Anthony, Andre Mikhelson, Jacques Cey, Nicholas Bruce, Toni Frost. A J. Arthur Rank presentation. Produced by Antony Darnborough; directed by Robert Hamer.

STORY: Widower Alec Guinness, British aristocrat, takes his son, Vernon Gray, to Paris to learn the facts of life. With both father and son trying to get the other romantically involved, Guinness becomes infatuated with young shopgirl Odile Versois, and Gray falls under the spell of mature shop owner Elina Labourette. It becomes necessary for Versois to spend the night in Guinness' apartment, and the resultant confusion gives Guinness the idea that marriage to the charming youngster might not be a bad idea. Guinness' friend, Austin Trevor, gives a country party to which both couples come. Here, Versois sees that perhaps Guinness has passed his prime and is not for her, while Labourdette gracefully bows out of Gray's romantic life as she watches him fall in love with Trevor's daughter, Maureen Davis. Guinness and Gray return to England, but it is apparent that plenty will happen between Guinness and Labourdette.

X-RAY: Guinness fans may find that their hero has been slightly shortchanged here, materialwise, but that should dampen their spirits only slightly. He is so ingratiating a performer and the film so full of charming people and saucy but tasteful situations that its weaknesses are easily forgiven. It shapes up as a natural for art houses, with good possibilities in the general market as well, much in the manner of "Captain's Paradise." The Technicolor tints add considerably to the decor. Screen play is by Robert Buckner.

AD LINES: "Romance Goes On A Mad Holiday In The City Of Lovers"; "Another Guinness Romp That Has The French Blushing"; "Your Favorite Comedian Was Never Funnier."

FOREIGN

Heartbreak Ridge

DOCUMENTARY
86M.

(Tudor)
(Eastman Color)
(French-made)
(English titles and narration)

ESTIMATE: Well-made Korean War documentary for the art spots.

CREDITS: Produced by Rene Risacher; directed by Jacques Dupont.

STORY: A young officer, Gracet, just out of training at the French Military Academy, joins the French Regiment that goes to join the United Nations forces in Korea. Eager and dreaming of glory, he is disillusioned when he is assigned to a communications detachment. He is soon transferred to first line duty in the thick of battle, in charge of a platoon. He tries to win the confidance of his men, but they, hardened soldiers, reject the officer because of his inexperience. Gracet's company is relieved at the front so that they may rest behind the lines. After a time, they are reassigned to action, their first objective to take "Heartbreak Ridge," a hill well fortified with enemy troops and armaments. The ensuing battle is a bloody ordeal, the U.N. forces slowly fighting their way up the hill. The objective is finally taken, but Gracet is severely wounded and is transported to a hospital

via helicopter.

X-RAY: The film, in vivid scenes and striking color and photography, portrays the brutal fighting of the Korean War. Intimate details are viewed of the soldiers and the refugees in their war-torn locale. This entry is suited for the art and specialty houses. Perspecta stereophonic sound is available.

AD LINES: "The True Story Of The Korean Conflict At Last Brought To The Screen"; "Two Cameramen Gave Their Lives So That You May View The Battle For 'Heartbreak Ridge'"; "Now You Can See History As It Was Made."

MISCELLANEOUS

Naughty New Orleans

BURLESQUE
63M.

(Union)
(Eastman Color)

ESTIMATE: Satisfactory entry for spots that can play it.

CAST: Stormy, Julianne, Allouette, Shiela Lane, Rita Parker, Collette, Pork Chops and Kidney Stew, Pat Patrick, Gilbert Frye, Jack Brooks, Karla Treme, Montmarte Kitty, The Can Can Chorus. Directed by Sid Baldwin.

STORY: Julianne, a night club entertainer, receives a telegram from her boyfriend telling of his arrival. He is unaware of the nature of her job. At Julianne's club, the show starts off with a comedian telling a few jokes. Shiela Lane does a strip to music. A comedy skit is next. The show continues with Pat Patrick doing a suggestive dance, followed by a tap dancer. A shipwreck comedy skit is next. Allouette then does a breast twirling act. The program continues with Collette in a strip routine. Can Can dancers appear, followed by Rita Parker in an exotic dance. Another comedy skit and strip takes place. The boyfriend arrives at the club and is delighted to see Julianne on stage.

X-RAY: The entry is well suited for houses that play burlesque film and amply displays the talents of the strippers. Good color photography aids the film.

AD LINES: "Delightful Adult Entertainment"; "Naughty But Nice"; "Visit The Heart Of The World-Famed French Quarter."

The Shorts Parade

TWO REEL

Comedy

SCRATCH-SCRATCH-SCRATCH. Columbia—All-Star Comedies. 15m. Andy Clyde's nephew, Bob, is made the butt of a practical joke by Si, Jr., who wants to steal his girl. Clyde tells Bob of a similar experience he had years ago, when Clyde and Si, Sr., were courting the same girl. Clyde and Bob plot to turn the tables on Si, Jr., by first inviting him to dinner and then pouring a hive of bees in his pants. FAIR. (7415).

Documentary

OPERATION ICECAP. RKO—Pathe Specials. 19m. This short story tells the story of a scientific expedition that journeyed to the frozen wastelands of Greenland in order to uncover meterological information. The French research team had great difficulty in reaching the cold interior of the largest island in the world. Once there, they received supplies from the air and proceeded to construct shelters out of the ice and to set up prefabricated housing units. Working in 40 below temperatures, they conducted tests and gathered the information necessary in determining the world's future weather conditions. GOOD. (53107).

Color Historical Drama

OLD HICKORY. Warners—Technicolor Specials. 17m. When first reviewed in THE SERVISECTION of December, 1939, it was said of this reissue: "In this historical subject, Hugh Sothern portrays the homespun Andrew Jackson, and Victor Kilian does well as the president's backwoods buddy. The story deals with the problem facing Jackson when North Carolina, his home state, threatened secession from the Union, and how "Old Hickory" solved it. Lewis Seiler's fine directional touch is felt throughout. Others in the cast include Nana Bryant, Frank Wilcox and Irving Pichel. EXCELLENT." (2008).

VistaVision Color Travel

VISTAVISION VISITS MEXICO. Paramount—VistaVision Special. Technicolor. 17m. The film leads off in Mexico City where early Aztec architecture is viewed beside modern buildings. Mexico's snow-covered mountains and volcanoes are seen and, at Acapulco, the famous tourist beaches. The Mexico City police display their accuracy in pistol shooting and show off their tricky motorcycle riding. The force also boasts a band equipped with dancers. The oil industry of Mexico is also shown. The VistaVision camera adds considerably in making this short an attractive one. EXCELLENT. (V14-2).

ONE REEL

Color Cartoon

BABY BOOGIE. Columbia—UPA Assorted Color Cartoons. 7m. This is the story of a little girl who wants to know where babies come from. When her parents say they come from the hospital, she goes there and picks herself a baby brother. The girl must return the baby, but her mother tells her that she will soon have a baby brother of her own. EXCELLENT. (7504).

CHIP AN' DALE. RKO—Walt Disney Cartoon Re-Releases. 7m. When first reviewed in THE SERVISECTION of November, 1947, it was said: "Donald Duck tries to get some sleep in his snow-bound cabin but it is too cold, so he goes out for wood to build a fire. He picks on a log that happens to be the home of Chip an' Dale, two chipmunks, who are annoyed at losing their home and supply of nuts. They proceed to annoy Donald until he is forced to give up the log, and the two carry it off to resume their housekeeping. GOOD." (54108).

CROWING PAINS. Warners—Blue Ribbon Hit Parade Reissues. 7m. When first reviewed in THE SERVISECTION of August, 1947, it was said: "Henery Hawk, out to conquer his first chicken, gets caught in a three-way scramble with a rooster, a dog, and a cat. Not knowing what a chicken looks like, Henery is the victim of innumerable dupes, with each of the animals out to get revenge on the other. The windup finds the cat the victim when the rooster, employing the use of ventriloquism, makes like a chicken. FAIR." (2309).

THE HOLE IDEA. Warners—Merrie Melodies Cartoons. 7m. A portable hole is invented by a professor. Its uses include rescuing a baby from a safe and providing an easy hiding place for a dog to bury his bones. A villain steals a briefcase filled with these holes and proceeds to create a crime wave. The criminal places a hole against a jewelry store window and reaches in to grab the loot. When he is chased by the law, he throws a hole in their path and they fall in. The villain finally runs out of holes and is caught. EXCELLENT. (2715).

HOUSE HUNTING MICE. Warners—Blue Ribbon Hit Parade Reissues. 7m. When first reviewed in THE SERVISECTION of October, 1947, it was said: "Hubie and Bertie, two mice looking for a place to live, find an ultra exclusive house of tomorrow, which includes all the latest improvements. They go for the house in a big way at first, but when they examine the more intricate patterns and latest innovations, they soon form another idea. The fade-out finds them scampering away. FAIR." (2308).

MAGOO EXPRESS. Columbia—Mr. Magoo Cartoons. 6m. Mr. Magoo boards a French train accompanied by his dog. A woman spy mistakes Magoo for a member of her gang and slips him a cigar disguised as a bomb. The woman realizes her mistake and tries to use her feminine charms to get the cigar back. Magoo is unimpressed but throws the cigar in the laps of the gang where it explodes. GOOD. (7703).

PICNIC PANIC. Columbia—Color Favorites Reissues. 6m. When first reviewed in THE SERVISECTION of June, 1946, it was said: "A boy and a girl are on their way to a picnic in a cart drawn by a mule. When they pass a used car lot, she insists that he trade the mule for a car for better and smoother transportation. The mule is broken-hearted and watches them leave for their picnic on the side of a mountain. Later, the mountain's volcano erupts, and they are almost thrown off a cliff with their automobile when the mule breaks away, and comes to their rescue in the nick of time. FAIR." (7611).

READY, SET, ZOOM. Warners—Merrie Melodies Cartoons. 7m. The speedy desert roadrunner races back and forth across the mountain roads, with the coyote always on his tail. The coyote tries various means to catch the fleeting bird, including using dynamite, traps, and glue. Each idea backfires against the coyote. The coyote at last dresses up as a female roadrunner, but only succeeds in getting the other coyotes on his tail. GOOD. (2716).

SANDY CLAWS. Warners—Merrie Melodies Cartoons. 7m. Granny leaves Tweety bird on a rock at the beach. The tide comes in, marooning the bird and Sylvester the cat. Sylvester attempts to get at the bird through such devices as rod and reel, surfboard, and motor boat. When these efforts fail, the cat takes to a diver's suit which over-inflates, carries him into the air, and lands him in the dog pound. GOOD. (2714).

SH-H-H-H. U-I—Walter Lantz Cartunes. 6m. A trombonist, whose nerves are shattered, is told by his psychiatrist to go away for a long, quiet rest. He goes to a quiet hotel in Switzerland and is just about to go to sleep when sounds of a trombone and laughter emerge from the room next door. Notes and phonecalls are ignored as the laughter and music continue. Finally the desperate man breaks through the connecting door to discover that the psychiatrist and his wife are the noisemakers. EXCELLENT. (1327).

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Alphabetical Guide

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U
UGETSU—96m.—Harrison-Davidson 3848
UNCHAINED—75m.—Warners 3917
UNDERWATER—99m.—RKO 3905
UNHOLY FOUR, THE—80m.—Lippert 3854
UNTAMED—111m.—20th-Fox 3931
V
VERA CRUZ—94m.—UA 3899
VIOLENT MEN, THE—96m.—Columbia 3889
VIOLENT SATURDAY—90m.—20th-Fox 3951
W
WAGES OF FEAR, THE—106m.—International Affiliates 3924
WAYWARD WIFE, THE—91m.—I.F.E. 3949
WEDDING NIGHT FROLICS—66m.—Union 3918
WELCOME THE QUEEN—50m.—815 3841
WEST OF ZANZIBAR—84m.—U-I 3887
WHITE CHRISTMAS—120m.—Paramount 3826
WHITE FEATHER—102m.—20th-Fox 3923
WHITE ORCHID, THE—81m.—UA 3886
WINDOW, THE—73m.—RKO 3827
WOMAN'S FACE, A—106m.—MGM 3846
WOMEN'S PRISON—80m.—Columbia 3914
WOMAN'S WORLD—94m.—20th-Fox 3846
WYOMING RENEGADES—73m.—Columbia 3929
Y
YELLOW MOUNTAIN, THE—78m.—U-I 3878
YELLOWNECK—83m.—Republic 3938
YOU KNOW WHAT SAILORS ARE—89m.—UA 3871
YOUNG AT HEART—117m.—Warners 3891

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

The Shorts Parade

(Continued from page 3966)

TWO HEADED GIANT. 20th Century-Fox—Terrytoon Topper Reissues. 7m. When first reviewed in THE SERVISECTION of August, 1939, it was said: "Jack, the Giant Killer, again outwits the two-headed giant in a manner reminiscent of, but never so well done, as in the Walt Disney creations. As a filler, this will suffice. FAIR." (5508).

Musical

THE PLAYGIRLS. Warners—Melody Master Bands Reissues. 10m. When first reviewed in THE SERVISECTION of February, 1942, it was said: "The Playgirls, with the Navy Blues Sextette as atmosphere, play several tunes, among them 'Dream Of Love,' 'For You,' and a patriotic medley. As musical reels go, this is in the better group. GOOD." (2806).

Color Novelty

GLOBAL QUIZ. MGM—Pete Smith Specialties. 10m. Pete Smith conducts a humorous quiz game. It starts with a question pertaining to the largest lake in the world, then the country producing the greatest amount of cattle, and goes into a guessing of food names and the habits of Koala Bears, in addition to a lot of other questions that revolve around states, bridges, caves, and canyons. This is in color. GOOD.

Novelty

BUSH DOCTOR. RKO—Pathe Screenliners. 11m. Dr. Paul-Leon Rivard has a practice in Quebec that is spread over an area as large as Nova Scotia. Indians, prospectors, trappers, traders, and lumberjacks, living in scattered outposts, cut off from civilization, rely upon him not only for medical help but also for news of the outside world and for personal messages which he receives and sends over the radio station he built himself. The doctor is shown at his small hospital, going to the aid of an Indian family, and journeying by plane to aid the daughter of a sick trapper. GOOD. (54208).

FIRE, WIND, AND FLOOD. Warners—Varieties. 9m. The film depicts scenes of nature's fury unleashed. Shown are a ship battling a violent sea; homes being abandoned to a devastating hurricane; a flood which engulfs a powerhouse and sweeps through city streets, leaving destruction in its path; a forest fire that drives fire fighters back, as it turns a town into a furnace. EXCELLENT. (2605).

INLAND SEAS. RKO—Pathe Screenliners. 8m. The Great Lakes, the largest body of fresh water in the world, embrace the shores and economy of eight states and part of Canada. The key link of the lakes' mighty transportation system is the Sault Ste. Marie locks which join Superior and Huron. An average of 90 vessels a day pass through these locks, carrying the essential products of our nation, iron ore, coal, and lumber. GOOD. (54209).

REST ASSURED. RKO—Pathe Screenliner. 8m. A typical large metropolitan hotel is inspected with a detailed account given of the functions that make it tick. The establishment's electric power plant is viewed as are the main kitchen and the laundry. The Lost and Found department, security office, print shop, and switchboard are also observed. FAIR. (54211).

STAFF OF LIFE. RKO—Screenliners. 8m. The story of wheat is portrayed in this short subject. It is shown growing and then being harvested. Its journey is traced to the storage bins and the grain elevators. At the grain exchange in Kansas City, the wheat is bought and sold and classified. The wheat farmer has to deal with dust storms, disease, and plague, but he is aided by the forces of science that are continually striving to develop better and hardier strains. GOOD. (54210).

WHATEVER GOES UP. U-I—Variety Views. 9m. Trampolining is a sport of graceful gymnastics. The equipment, designed by George Nissen, appears to be a series of bedsprings covered by canvas. Nissen, his wife, and Frank LaDue jump and tumble in a graceful style, and later take to the diving board to display their aerial tricks. GOOD. (1343).

CinemaScope Color Special

PAGEANTS AND PASTIMES. 20th-Fox—CinemaScope Specials. Eastman Color. 13m. Seen are some of the colorful traditional ceremonies and social and sporting events that draw the crowds in England, with particular attention on those involving the royal family. Highlight is Sir Winston Churchill receiving his Knight of the Garter recognition. FAIR. (7510).

Color Sports

FOOTBALL ROYAL. Warners—Sports Parade. 10m. Seen in Florence, Italy, on a holiday called Gioco del Calcio. On that day a medieval football game is played. Its 27 man teams are equipped with medieval costumes. The game, which is preceded by a pageant, allows the ball to be thrown or kicked into the opponent's goal, this resulting in a brawl with rules. This is in WarnerColor. GOOD. (2506).

ROCKY MOUNTAIN BIG GAME. Warners—Sports Parade. 10m. World famed hunters Mike and Helen Lerner journey to the Canadian Rockies to bag long horned sheep. They photograph animals of the region including elks, and moose, and then, after cautious maneuvering, manage to get their game. FAIR. (2508).

Sports

BARKING CHAMPS. Columbia—World Of Sports. 9m. Bill Stern narrates this short devoted to dog training. Shown are retrievers being trained for duck hunting and army dogs being readied for their duties in wartime. The army dogs learn to obey orders under wartime conditions and to guard prisoners for long periods of time. GOOD. (7808).

EVERGLADES POSSE. RKO—Pathe-Sportscope. 8m. In the town of Homestead, Fla., business men, farmers, schoolboys, and schoolgirls drop everything to don cowboy boots and pull on 10-gallon hats. They are part of the town's precision riding team that performs in rodeos and fairs for the sport of it. A two-day outing is needed by the team to work out their intricate horse maneuvering. The day arrives for Homestead's own rodeo and the horse team competes with broncho busters and wild bull riders. FAIR. (54310).

FISHING PARADISE. Columbia—World of Sports. 9m.Bill Stern narrates a fishing trip with hockey star Maurice Richard, who is also an angling wonder. Richard battles a beauty of a trout at the La Barriere Fish and Game Club in Canada. The fish fights gallantly but is finally subdued. FAIR. (7807).

JAI-ALAI. RKO—Pathe Sportscope. 8m. Shown is the game of Jai-Alai as it is played in Florida in a spacious stadium. The game, resembling handball, is played with a basket-like container that is strapped to the hand. The container is used to catch the ball and then hurl it against the wall. Jai-Alai is the only U. S. sport in which people bet on human beings. The game is fast-paced and sometimes dangerous for its participants. FAIR. (54309).

Color Travel

MOOSE COUNTRY. U-I—Color Parades. 9½m. Moose country is the Bowron Lake area in the Caribo Mountains of British Columbia. To reach this area you take a steamer at Vancouver. After going 35 miles you transfer to an open car railroad. People from throughout the United States journey to the lake area. Some come to watch placer gold mining; others to hit the trail, do trout fishing, and see the moose on the game preserve. FAIR. (1382).

WHITE MAGIC. U-I—Color Parades. 9m. Yellowstone National Park is viewed in its winter splendor. Although the thermometer stands at 26 below and 40 inches of snow covers the ground, the geysers are just as active as they would be in summer. Their heat mingles with the cold air and thus clouds of steam are produced. The park animals are friendlier when it comes to handouts, this resulting from difficulty in obtaining food in the winter. GOOD. (1383).

Vistarama Color Travel

FORTRESS OF FREEDOM. U-I—Vistarama Specials. Technicolor. Available in stereophonic sound. 10m. Shown is the majestic beauty of Washington, the city designed in 1791 by Major Charles Pierre L'Enfant. The landmarks, familiar to millions of Americans and the mecca of millions annually, are presented with stirring commentary. EXCELLENT. (1203).

ALPHABETICAL GUIDE
To 327 Features Reviewed Since The Sept. 8, Issue

(This Index covers features reviewed thus far during the 1954-55 season in addition ta features of the 1953-54 season reviewed after the issue af Sept. B, 1954.—Ed.)

A

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ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—79m.—U-I 3907
ADVENTURES OF HAJJI BABA, THE—94m.—20th-Fox 3B55
AFFAIRS OF MESSALINA, THE—106m.—Columbia 3861
AFRICA ADVENTURE—64m.—RKO 3846
AFRICAN MANHUNT—65m.—Republic 3951
AIDA—95m.—IFE 3854
AMERICANO, THE—85m.—RKO 3898
ANCHORS AWEIGH—139m.—MGM 3914
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ASPHALT JUNGLE, THE—112m.—MGM 3889
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ATOMIC KID, THE—86m.—Republic 3886

B

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BATTLE CRY—149m.—Warners 3917
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BELLE STARR'S DAUGHTER—86m.—20th-Fox 3915
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BLACKBOARD JUNGLE—101m.—MGM 3930
BLACK DAKOTAS, THE—65m.—Columbia 3837
BLACK EAGLE, THE STORY OF A HORSE—76m.—Columbia 3821
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BLACK PIRATES, THE—74m.—Lippert 3929
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BOB MATHIAS STORY, THE—B0m.—Allied Artists 3861
BOUNTY HUNTER, THE—79m.—Warners 3B29
BOWERY TO BAGDAD—64m.—Allied Artists 3869
BREAD, LOVE, AND DREAMS—90m.—IFE 3B54
BRIDE WITH A DOWRY—105m.—Artkino 3840
BRIDGES AT TOKO-RI, THE—103m.—Paramaunt 3897
BRIGADOON—108m.—MGM 3825
BRINGING UP BABY—102m.—RKO 3962
BULLET FOR JOEY, A—85m.—UA 3944
BULLET IS WAITING, A—82m.—Columbia 3B21

C

CAINE MUTINY, THE—125m.—Columbia 3821
CAMILLE—110m.—MGM 3958
CANGACEIRO (THE BANDIT)—92m.—Columbia 3B3B
CANNIBAL ATTACK—69m.—Columbia 3B69
CANYON CROSSROADS—83m.—UA 3938
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CHAMPAGNE SAFARI—60m.—Bregstein 3829
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D

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DEVIL GIRL FROM MARS—77m.—Spartan 3946
DEVIL'S HARBOR—71m.—20th-Fox 3890
DIAL RED O—62m.—AA 3937
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DOWN THREE DARK STREETS—85m.—UA 3828
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DR. JEKYLL AND MR. HYDE—127m.—MGM 3845
DRUM BEAT—111m.—Warners 3872
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E

EAST OF EDEN—115m.—Warners 3923
EGYPTIAN, THE—140m.—20th-Fax 3B28
END OF THE AFFAIR, THE—106m.—Columbia 3949
ESCAPE TO BURMA—87m.—RKO 3951
ETERNAL SEA, THE—103m.—Republic 3951
EVERY GIRL SHOULD BE MARRIED—B4m.—RKO 3826

F

FAR COUNTRY, THE—97m.—U-I 3907
FAST AND THE FURIOUS, THE—72m.—American Releasing Corp. 3880
FIRE OVER AFRICA—84m.—Columbia 3845
5 AGAINST THE HOUSE—84m.—Columbia 3961
FIVE GUNS WEST—78m.—American Releasing Corp. 3959
FOR BETTER, FOR WORSE—75m.—Stratford 3908
FORBIDDEN WOMEN—56m.—Bell 3B30
FOUR GUNS TO THE BORDER—82½m.—U-I 3839
FOUR WAYS OUT—77m.—Carroll 3872
FRENCH TOUCH, THE—B4m.—Times 3B40
FRONT PAGE STORY—95m.—Associated Artists 3965
FUSS OVER FEATHERS—84m.—Associated Artists 3908

G

GAME OF LOVE, THE—108m.—Times 3918
GANGBUSTERS—78m.—Visual Drama 3907
GARDEN OF EDEN—70m.—Excelsior 3B30
GATE OF HELL—89m.—Harrison 3952
GLASS SLIPPER, THE—94m.—MGM 3922
GOLDEN MISTRESS, THE—82m.—UA 3863
GOOD DIE YOUNG, THE—100m.—UA 3906
GREEN FIRE—100m.—MGM 3890
GREEN MAGIC—85m.—I.F.E. 3957
GREEN SCARF, THE—96m.—Associated Artists 3908
GUNFIGHTERS—87m.—Calumbia 3822

H

HALF A CENTURY OF SONGS—95m.—Continental 3872
HALF WAY TO HELL—60m.—Hallmark 3841
HANS CHRISTIAN ANDERSEN—111m.—RKO 3826
HANSEL AND GRETEL—75m.—Myerberg 3848
HEART OF THE MATTER, THE—100m.—Associated Artists 3879
HEARTBREAK RIDGE—86m.—Tudor 3965
HELL BELOW ZERO—91m.—Columbia 3822
HELL'S ISLAND—84m.—Paramount 3962
HELL'S OUTPOST—90m.—Republic 3890
HIGH AND DRY—93m.—U-I 3839
HIGH SOCIETY—61m.—Allied Artists 3941
HIT THE DECK—112m.—MGM 3930
HOLIDAY FOR HENRIETTA—103m.—Ardee 3924
HUMAN DESIRE—90m.—Columbia 3822
HUMAN JUNGLE, THE—82m.—Allied Artists 3B37
HUNTERS OF THE DEEP—64m.—DCA 3908

I

I COVER THE UNDERWORLD—70m.—Republic 3958
I REMEMBER MAMA—119m.—RKO 3962
ILLICIT INTERLUDE—90m.—Hakim 3B73
IMMORTAL CITY, THE—78m.—Realart 3932
IMPOSTER, THE—89m.—Brandon 3946
INDISCRETION OF AN AMERICAN WIFE—63m.—Columbia 3823
INFORMER, THE—92m.—RKO 3951
INSPECTOR CALLS, AN—B0m.—Associated Artists 3892
INTERRUPTED MELODY—106m.—MGM 3943
INTRUDER, THE—84m.—Associated Artists 3924

J

JAIL BAIT—70m.—Howca 3899
JAMBOREE—54m.—EPI 3865
JESSE JAMES' WOMEN—83m.—UA 3B39
JUMP INTO HELL—93m.—Warners 3945
JUNGLE MAN-EATERS—6Bm.—Columbia 3823
JUNGLE MOON MEN—70m.—Columbia 3942
JUPITER'S DARLING—96m.—MGM 3905

K

KARAMOJA—60m.—Hallmark 3830
KILLER LEOPARD—70m.—Allied Artists 3861
KILL HIM FOR ME—90m.—Waldman 3840
KISS ME DEADLY—105m.—UA 3958

L

LADY AND THE TRAMP—75m.—Buena Vista 3957
LAND OF FURY—82m.—U-I 3931
LAST TIME I SAW PARIS, THE—116m.—MGM 3870
LAW vs. BILLY THE KID, THE—73m.—Columbia 3823
LAWLESS RIDER, THE—62m.—UA 3863
LIFE IN THE BALANCE, A—74m.—20th-Fox 3906
LONG GRAY LINE, THE—138m.—Columbia 3913
LONG JOHN SILVER—109m.—DCA 3918
LOOTERS, THE—87m.—U-I 3952
LOVE IN THE CITY—90m.—I.F.E. 3949
LOVERS, HAPPY LOVERS—105m.—AFE 3856

M

MA AND PA KETTLE AT WAIKIKI—79m.—U-I 3932
MADEMOISELLE GOBETTE—78m.—IFE 3922
MAMBO—94m.—Paramount 3943
MAN CALLED PETER, A—119m.—20th-Fox 3944
MAN FROM BITTER RIDGE, THE—80m.—U-I 3952
MAN WITHOUT A STAR—89m.—U-I 3932
MANY RIVERS TO CROSS—92m.—MGM 3915
MARTY—89m.—UA 3945
MASTER PLAN, THE—77m.—Astor 3922
MASTERSON OF KANSAS—73m.—Columbia 3877
MAURAUDERS, THE—81m.—MGM 3950
MERRY-GO-ROUND—100m.—Casino 3953
MISS GRANT TAKES RICHMOND—87m.—Columbia 3845
MOONFLEET—89m.—MGM 3961
MURDER IS MY BEAT—77m.—Allied Artists 3921
MYSTERY LAKE—60m.—Lansburgh 3865

N

NAKED HEART, THE—96m.—Associated Artists 3932
NAUGHTY NEW ORLEANS—63m.—Union 3966
NEW ORLEANS UNCENSORED—76m.—Columbia 3922
NEW YORK CONFIDENTIAL—87m.—Warners 3924

O

ON THE WATERFRONT—108m.—Calumbia 3823
ONE SUMMER OF HAPPINESS—93m.—Times 3892
OUTLAW STALLION, THE—64m.—Columbia 3824
OPERATION DIPLOMAT—64m.—American Feature Attractions 3864
OPERATION MANHUNT—77m.—UA 3863
OTHER WOMAN, THE—81m.—20th-Fox 3898
OUTLAW'S DAUGHTER, THE—75m.—20th-Fox 3878

P

PASSION—84m.—RKO 3855
PHFFFT—91m.—Columbia 3862
PIRATES OF TRIPOLI—78m.—Columbia 3914
PORT OF HELL—80m.—Allied Artists 3885
PRINCE OF PLAYERS—102m.—20th-Fax 3898
PRINCESS CINDERELLA—72m.—Carroll 3946
PRIVATE HELL 36—81m.—Filmakers 3830
PRIZE OF GOLD, A—98m.—Columbia 3961
PRODIGAL, THE—114m.—MGM 3943
PROFILE—65m.—American Feature Att. 3892
PURPLE PLAIN, THE—100m.—UA 3945
PUSHOVER—88m.—Columbia 3824

Q

QUEST FOR THE LOST CITY—60m.—RKO 3898

R

RACE FOR LIFE, A—68m.—Lippert 3905
RACERS, THE—92m.—20th-Fox 3916
RAGE AT DAWN—87m.—RKO 3937
REAP THE WILD WIND—122m.—Paramaunt 3855
REAR WINDOW—112m.—Paramount 3B25
RETURN OF OCTOBER, THE—89m.—Columbia 3942
REVENGE OF THE CREATURE—82m.—U-I 3938
RICOCHET ROMANCE—80m.—U-I 3864
ROBBERS' ROOST—82m.—United Artists 3963
ROGUE COP—92m.—MGM 3825
ROMEO AND JULIET—140m.—UA 3891
ROOGIE'S BUMP—70m.—Republic 3838
RUNAWAY BUS, THE—78m.—Kramer-Hyams 3873
RUN FOR COVER—93m.—Paramount 3943

S

SABAKA—74m.—UA 3916
SABRINA—113m.—Paramount 3826
SANTA FE PASSAGE—90m.—Republic 3962
SARATOGA TRUNK—135m.—Warners 3879
SEA CHASE, THE—117m.—Warners 3964
SEMINOLE UPRISING—74m.—Columbia 3957
SEVEN ANGRY MEN—90m.—AA 3937
SHANGHAI STORY, THE—90m.—Republic 383B
SHE WOLF, THE—93m.—Republic 3855
SHE WORE A YELLOW RIBBON—103½m.—RKO 3827
SHIELD FOR MURDER—80m.—UA 3828
SHOTGUN—81m.—Allied Artists 3941
SHRIKE, THE—BBm.—U.-I. 3964
SIEGE, THE—63m.—Lippert 3885
SIGN OF THE PAGAN—92m.—U-I 3871
SILENT RAIDERS, THE—65m.—Lippert 3885
SILVER CHALICE, THE—137m.—Warners 3891
SILVER STAR, THE—75m.—Lippert 3942
SITTING BULL—105m.—UA 3839
SIX BRIDGES TO CROSS—96m.—U-I 3907
SLEEPING TIGER, THE—89m.—Astor 3853
SMOKE SIGNAL—88m.—U-I 3916
SNOW CREATURE—70m.—UA 3871
SO THIS IS PARIS—96m.—U-I 3871
SQUARE RING, THE—73m.—Republic 3915
STAR IS BORN, A—182m. and 154m.—Warners 3847
STARS OF THE RUSSIAN BALLET—75m.—Artkino 3B40
STEEL CAGE, THE—80m.—UA 3864
STRANGE LADY IN TOWN—112m.—Warners 3952
STRANGER ON HORSEBACK—66m.—UA 3931
STRANGER'S HAND, THE—86m.—DCA 3925
STRATEGIC AIR COMMAND—114m.—Paramount 3944
SUDDENLY—77m.—UA 3829
SUSAN SLEPT HERE—97m.—RKO 3827

T

TALL MAN RIDING—83m.—Warners 3964
TARGET EARTH—75m.—Allied Artists 3897
TARZAN ESCAPES—89m.—MGM 3862
TARZAN'S HIDDEN JUNGLE—73m.—RKO 3930
TARZAN THE APE MAN—102m.—MGM 3862
TEASERAMA—69m.—Beautiful 3908
TEN WANTED MEN—80m.—Columbia 3914
TERROR SHIP—72m.—Lippert 383B
THEODORA, SLAVE EMPRESS—88m.—I.F.E. 3977
THERE'S NO BUSINESS LIKE SHOW BUSINESS —117m.—20th-Fax 3886
THEY RODE WEST—84m.—Columbia 3853
THEY WERE SO YOUNG—78m.—Lippert 3914
THIS ISLAND EARTH—87m.—U-I 3945
THIS IS MY LOVE—91m.—RKO 3846
THIS IS YOUR ARMY—55m.—Movietone News-U. S. Army 3893
THREE CASES OF MURDER—99m.—Associated Artists 3965
THREE FOR THE SHOW—91m.—Columbia 3929
THREE HOURS TO KILL—77m.—Columbia 3838
THREE RING CIRCUS—104m.—Paramount 3862
THUNDER PASS—76m.—Lippert 3824
TIGER AND THE FLAME, THE—97m.—Modi 3963
TIGHT SPOT—97m.—Columbia 3942
TIMBERJACK—94m.—Republic 3915
TO PARIS WITH LOVE—78m.—Continental 3965
TOBOR THE GREAT—77m.—Republic 3827
TONIGHT'S THE NIGHT—88m.—Allied Artists 3921
TOO YOUNG FOR LOVE—88m.—I.F.E. 3942
TOP OF THE WORLD—90m.—UA 3958
TRACK OF THE CAT—102m.—Warners 3B72
TREASURE OF RUBY HILL—71m.—Allied Artists 3913
TROUBLE IN THE GLEN—91m.—Republic 3878
TROUBLE IN STORE—85m.—Republic 3906
TRUE AND THE FALSE, THE—79m.—Helene Davis 3909
TRUE FRIENDS—99m.—Artkina 3892
TWELVE O'CLOCK HIGH—131½m.—20th-Fox 3898
20,000 LEAGUES UNDER THE SEA—122m.—Buena Vista 3893
TWIST OF FATE—89m.—UA 3864

(Continued on page 3967)

Title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
APRIL	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
An Annapolis Story J. Derek, K. McCarthy, D. Lynn (Technicolor)	**Three For The Show** B. Grable, J. Lemmon, M. and G. Champion (Technicolor) (CinemaScope)	**The Glass Tomb** J. Ireland (Made in England)	**The Glass Slipper** L. Caron, M. Wilding, K. Wynn (Eastman color)	**Run For Cover** J. Cagney, J. Derek, V. Lindfors (Technicolor) (VistaVision)	**Escape To Burma** B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope)	**I Cover The Underworld** S. McClory, J. Jordan, R. Middleton	**A Man Called Peter** J. Peters, R. Todd, R. Burton (DeLuxe color) (CinemaScope)	**The Purple Plain** G. Peck (Made in Ceylon) (Technicolor) (Rank)	**Chief Crazy Horse** V. Mature, S. Ball, J. Lund (Print by Techni- color) (CinemaScope)	**East Of Eden** J. Harris, J. Dean, R. Massey (WarnerColor) (CinemaScope)
Shatgun S. Hayden, Y. DeCarlo, Z. Scott (Technicolor)	**Jungle Moan Men** J. Weissmuller, J. Byron, B. Curtis	**Thunder Over Sangoland** J. Hall, M. Lord	**Bedevilled** A. Baxter, S. Forrest (Eastman Color) (CinemaScope)	**Mambo** S. Winters, S. Mangano V. Gassman	**The Informer** **Berlin Express** (Reissues)		**Violent Saturday** V. Mature, S. Sidney (DeLuxe color) (CinemaScope)	**A Bullet For Joey** E. G. Robinson, G. Raft, A. Totter (Bischoff-Diamond)	**Ma ond Pa Kettle At Waikiki** M. Main, P. Kilbride, L. Nelson	
High Society L. Gorcey, H. Hall, A. Blake	**The Return Of October** (Reissue)						**Angela** D. O'Keefe, M. Lane	**Lilacs In The Spring** E. Flynn, A Neagle (Eastman color) (English-made) (Wilcox)	**Man Without A Star** K. Douglas, J Crain, C Trevor (Technicolor)	
MAY	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**
Las Vegas Shakedown D. O'Keefe, C. Grey	**The End Of The Affair** D. Kerr, V. Johnson, J. Mills	**Air Strike** R. Denning, G. Jean, D. Haggerty	**The Prodigal** L. Turner E. Purdom, L. Calhern (Eastman Color) (CinemaScope)	**Strategic Air Command** J. Stewart, J. Allyson (Technicolor) (VistaVision)	**Bringing Up Baby** **I Remember Mama** (Reissues)	**Santa Fe Passage** J. Payne, F. Domergue, R. Cameron (Trucolor)	**Daddy Long Legs** F. Astaire, L. Caron, T. Moore (Color) (CinemaScope)	**The Tiger and The Flame** Mehtab (Made in India) (Technicolor) (Modi)	**Revenge Of The Creature** J. Agar, L. Nelson, J. Bromfield (3-D and 2-D)	**Jump Into Hell** J. Sernas, K. Kasznor, A. Moss
Skabenga Jungle Documentary	**Tight Spot** G. Rogers, E. G. Robinson, B. Keith	**Phantom Of The Jungle** J. Hall, R. Montgomery, A. Gwynne	**The Marauders** D. Duryea, J. Richards, K. Wynn (Eastman Color) (Print by Technicolor)		**Quest For The Lost City** D. and G. Lamb (Made in Guatemala) (Color)	**The Eternal Sea** S. Hayden, A. Smith, D. Jagger	**That Lady** O. DeHavilland, G. Roland, D. Price (Color) (CinemaScope) (Made in England)	**Kiss Me Deadly** R. Meeker, P. Stewart, C. Leachman (Parklane)	**Cult Of The Cobra** R. Domergue, R. Long, M. Thompson	**Strange Lady In Town** G. Garson, D. Andrews, C. Mitchell (WarnerColor) (CinemaScope)
	Cell 2455, Death Row W. Campbell, M. Carr, R. Campbell					**Don Juan's Night Of Love** R. Valcone, S. Pampanini	**The Adventures Of Sadie** J. Collins, K. More, G Cole (Color)	**Robbers' Roast** G. Montgomery, R. Boone, S. Findley (Color) (Made in Mexico) (Goldstein)	**The Laoters** R. Calhour, J. Adams, T. Gomez	
	Seminole Uprising G. Montgomery, K. Booth (Technicolor)							**Top Of The World** R. Robertson, F. Lovejoy, E. Keyes (Baird-Foster)		
JUNE	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**
Dark Venture F. Lovejoy, P. Castle	**A Prize Of Gold** R. Widmark, M. Zetterling, N. Patrick (Technicolor)	**King Dinosaur** B. Bryant, W. Curtis	**Love Me Or Leave Me** D. Day, J. Cagney (Technicolor) (CinemaScope)	**The Far Harizans** F. MacMurray, C. Heston, D. Reed (Technicolor) (VistaVision)	**Son Of Sinbad** D. Robertson, S. Forrest, V. Price, L. St. Cyr (Technicolor) (SuperScope)	**Flame Of The Island** Y. DeCarlo, C. Thompson, R. Gam (Trucolor)	**The Magnificent Matador** M. O'Hara, A. Quinn (Technicolor) (CinemaScope)	**The Big Bluff** J. Bromfield, M. Vickers, (Wilder)	**This Island Earth** J. Morrow, F. Domergue, R. Reason (Technicolor)	**The Sea Chase** J. Wayne, L. Turner, D. Farrar (WarnerColor) (CinemaScope)
Lard Of The Jungle J. Sheffield, W. Morris, N. Gates	**5 Against The House** G. Madison, K. Novak, B. Keith		**Maonfleet** S. Granger, V. Lindfors, G. Sanders (Eastman Color) (CinemaScope)	**Hell's Island** J. Payne, M. Murphy, F. L. Sullivan (Technicolor) (VistaVision)	**The Big Street** (Reissue)	**The Green Buddah** W. Morris, M. Germaine	**Saldier Of Fartune** C. Gable, S. Hayward (Color) (CinemaScope) (Made in Hong Kong)	**The Sea Shall Not Have Them** M. Redgrave, D. Bogarde, (English-made) (Angel)	**Abbo:t and Castella Meet The Mummy** B. Abbot, L. Costello, M. Windsor	**Tall Man Riding** R. Scott, D. Malone, P. Castle (WarnerColor)
	The Petty Girl **They All Kissed The Bride** (Reissues)					**Double Jeopardy** R. Cameron, G. Robbins	**The Seven Year Itch** M. Ronroe, T. Ewell (Color by DeLuxe) (CinemaScope)	**Summertime,** K. Hepburn, R. Brazzi, (Technicolor) (Made in Italy) (Lopert)	**The Man From Bitter Ridge** L. Barker, M. Corday, S. McNally (Eastman Color)	
								Albert, R. N. A. Steel, J. Warner (English-made) (Angel)		

OBSERVATIONS

May 30—Memorial Day
June 14—Flag Day
19—Father's Day

MOON PHASES

	1 Quater	2 Full	3 Last	4 New
MAY	28	6	14	21
JUNE	26	5	13	19

FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell

. . . from Rose to rose—
without a hitch
Today, it's color . . . and precision. For example: a lovely girl dissolves to a glowing red rose. In black and white, a simple procedure; in color, a job requiring complete co-ordination of production and processing technics. To aid the industry in areas such as these, the Eastman Kodak Technical Service for Motion Picture Film maintains branches in strategic areas. Inquiries invited.
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MOTION PICTURE

EXHIBITOR

MAY 25, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE

Adolph Schimel, U-I general counsel and distribution representative on the arbitration committee, is chairman of the amusement division's UJA effort, which honored Major Albert Warner this week in New York.

Reade Sees Merger Chance

(page 6)

Showmanship Sweepstakes

(page 11)

AND FEATURING: PHYSICAL THEATRE

PERFORMANCES THAT COMMAND ACADEMY AWARD ATTENTION!

—because this is a drama of real people, life-inspired!

DORIS DAY *as song-star Ruth Etting*
JAMES CAGNEY *as "The Gimp"*

A STATEMENT TO THE TRADE ABOUT M-G-M's "LOVE ME OR LEAVE ME"

The grapevine from California has proved magnificently right again with the arrival in New York this week of the print of "LOVE ME OR LEAVE ME." Everything you've heard about this turbulent drama, excitingly attuned to today's box-office, is true.

A public Preview was held at Loew's Lexington Theatre, the same place where "Blackboard Jungle" was sneaked. The response was identical. A thrilled, spell-bound audience acclaimed a big, new dramatic hit.

Stories from the lives of real people are potent screen fare. This one pulses with the excitement of a career story that began in a tough dance hall in Chicago's lurid, mob ruled days and ran the glamour-gamut to Hollywood's movie life and Broadway's Ziegfeld Follies.

These elements have been woven into one of the greatest mass entertainments of our time.

PRE-SOLD!

Powerful full page ads in LIFE, LOOK, COSMOPOLITAN and ALL FAN MAGAZINES. Also PICTURE OF THE MONTH COLUMNS in leading national magazines, giving big attraction a readership of 145,413,300.

★

M-G-M presents in CINEMASCOPE and COLOR

DORIS DAY • JAMES CAGNEY

in

"LOVE ME OR LEAVE ME"

Co-Starring **CAMERON MITCHELL**

With **ROBERT KEITH • TOM TULLY**

Screen Play by **DANIEL FUCHS and ISOBEL LENNART**

Story by **DANIEL FUCHS** • Photographed in **EASTMAN COLOR**

Directed by **CHARLES VIDOR** • Produced by **JOE PASTERNAK**

★

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

MOTION PICTURE

EXHIBITOR

MAY 25, 1955
VOLUME 54 NUMBER 4

SOMETHING REALLY NEW!

ELSEWHERE IN THIS ISSUE will be found a three page announcement and description of the bright new $5200-per-year SHOWMANSHIP SWEEPSTAKES that will start with our issue of July 7. But the fourth and last page is also significant. Down through the last 37 years, MOTION PICTURE EXHIBITOR has brought more originality and fresh approach into trade paper service than any contemporary. Each of the claimed "FIRSTS" itemized on the fourth page can be substantiated by FACTS.

Weekly cash prizes from a trade paper for the cream of the showmanship ideas and promotions, is another "FIRST." Exclusive just now, past experience would indicate that it will eventually be copied. Down through the last 37 years, it is this copying of departments and of services as originated and introduced by MOTION PICTURE EXHIBITOR that has resulted in most trade papers following the same general departmental and service style. But it is that little bit more Theatre Knowledge, and that little bit closer Theatre Contact that has enabled MOTION PICTURE EXHIBITOR to set the pace.

Want to watch who is THE FIRST to copy this new "FIRST"?

THE COSTS OF MORALITY

THE INDUSTRY is certainly being treated to a close-up view of the rich rewards that are possible from a constant expounding of high-sounding moral tenets, if the expounder is not averse to a quiet reward.

It is being rumored that one of the major film distributors has handed over a juicy "reward" to an expounder, who was able to service two of its more "adult" productions so that they could get a Legion of Decency "B" rating. The importance of such a "service" can be judged from the report that the current "reward" runs into five figures.

Whether the price was a bargain will depend on the national gross of these two percentage pictures. But, as a bit of advice to the distribution executive who made the investment, we might point out that for a similar "service," on a much more controversial picture, another major film distributor was able to accomplish a similar result through the reward of only a personal emblem of appreciation.

Naturally, our prime interest is that the costs of such "service," however well concealed, must be paid; and it is the theatreman, who had nothing to do with either the making of the pictures or their moral tone, who will eventually pay the piper through higher percentage terms. And it is also the theatreman who will need to face his local clergymen when they complain about pictures that, while not "C" or condemned, contain what one interested clergyman recently termed "morally offensive material."

In our opinion, both such services and such rewards should be aired for the good of the theatreman and of the industry as a whole.

GIVING THINGS AWAY IS NOT SHOWMANSHIP

WHEN YOU GET right down to it, the operation of a theatre is very much like any other kind of retail store, except that we have only one product to sell, a couple of hours of entertainment. But we, and all other retail stores, share the same objectives of making a living and a return on investment.

How these objectives can be accomplished by giving product away for free, and regardless of the gimmicks of confection sales, package deals, companion admissions, etc., is a mystery to us, as well as it must be to the butcher, the baker, and the candle stick maker, who have been unable to do it for centuries before this industry began.

From many different sources across the country we have before us actual samples of "showmanship" on the part of drive-in theatres that seem to be more aptly described as stupidity and economic suicide. In one

(Continued on next page)

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LETTERS TO THE EDITOR

All Unsolicited

(The letters from readers of MOTION PICTURE EXHIBITOR which appear on this page are all unsolicited.

MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters to the publication.—Editor)

Dear Sir:

There is only one true wide-screen medium of the motion picture screen, and that is CinemaScope! The aspect ratio of CinemaScope is ideal for both indoor and outdoor theatres. Paramount's VistaVision rates high for clear photo definition. However, we can not subscribe to the plan of providing a picture of tremendous height. A lot of your key first-run theatres are projecting regular standard prints on screen so high above the stage that patrons sitting in the rear section of the orchestra floor suffer from cropped viewing.

CinemaScope has been accepted by the theatre attending public. CinemaScope alone will not save your theatre from loosing patronage! It still takes plenty of hard selling on the part of the entire motion picture industry. You know, for years I worked with theatre chains throughout the New England area. This employment taught me plenty of lessons in theatre management. It also taught me a lesson in economic frustration. This economic frustration involved the saving of money and the operating of a theatre as cheap as possible. Well sir, this saving of money in theatre operation became an obsession with management. Theatres became run down, the management could not afford to purchase a can of paint for renovation purposes. Executive and junior executive personnel were changed as often as management changed their underwear.

This is not the way to attract business! And you can not attract patronage via the poverty pitch. People do not want to hear of all your economic troubles. People want to know what you are offer-

ing in the way of entertainment; is the theatre clean and comfortable? And patrons want the new look in motion picture presentation!

About a year and one-half ago, I went into theatre exhibition on a shoe string investment. The wise guys in the industry said, "Jarvis, we will give you six whole months!" In a year and one half, we have been very, very successful. Of course, we have not become millionaires to date. But, at least we are making progress toward gaining more and more patronage.

We ain't worried about toll-TV. We are truthfully against the system in the public interest. And we keep our eye open to the day when we can take over another theatre under lease, purchase, or percentage basis. There is nothing wrong with our business but good old showmanship. There are millions of invisible people standing in line waiting until the day when we open the doors of our theatre with a smile and say, "Step right in and enjoy the mighty monarch of entertainment!"

We have the tools . . . we should begin the showmanship job!!

JOSEPH JARVIS
Gilbert Stuart

Riverside, R. I.

Dear Sir:

Your editorial on "The Noose Hangs High" (April 27) caught my attention for two reasons. First, because Abbott and Costello made a picture of that name in 1948. Secondly, because it was an excellent piece of hard headed and realistic thinking. All the best to you.

EDWARD SHERMAN

Hollywood.

MPE Editorials On Bingo Draw Press Attention

One of the more serious problems confronting theatremen is the competition created by the wholesale operation of Bingo parlors in localities where theatres have been denied the right to use the game as an attendance booster.

MOTION PICTURE EXHIBITOR, in a recent series of editorials on Bingo generally as a competitor, and the city of Reading as a specific Pennsylvania example, has attempted to throw the light of publicity on the situation. We emphasize again that the campaign is not an attack on Bingo, per se, but a questioning of the wide open nature of the game's operation, not always tied up with charitable fund raising, in a state that has never legalized such activity.

This entire file of editorials, including "The Strange Position Of Bingo," Feb. 16; "Try This On For Size," March 30; and "What Movies Means To Amusement Taxes," April 6, as well as correspondence with the state capitol which proved little beside the fact that no official in Harrisburg is anxious to comment on the Bingo situation or its legality, was forwarded to John M. Cummings, columnist with the powerful Philadelphia Inquirer.

Cummings thought the material of sufficient interest to devote his entire editorial page column on May 16 to the problem, referring to Reading as "Little Las Vegas." Four Reading theatres are dark, while countless holes-in-the-wall lure Bingo fanciers in that city, he pointed out.

Nothing spurs political action like public opinion, and nothing creates public opinion like press attention. Thank you, John Cummings, for thinking this situation of sufficient importance to warrant such extensive attention.

—THE EDITOR.

Editorial *(Continued from preceding page)*

competitive eastern situation a clever "showman" is wowing the opposition with three 50-cents-a-car nights each week, apparently forgetting that price cutting can set up a chain reaction and is not patentable as his exclusive property. In another situation, each printed weekly program contains a merchant sponsored pass for one car useable on any week night, apparently forgetting that his competition is also free to "paper" his house, and with a good offset printer handy could even do a mass "repapering" for the guy who starts it.

We are also told of trailer copy that advertises, "Every Tuesday Night Is Ladies Night," which means that the first 100 ladies get in FREE, and 24 pairs of nylon stockings are given away FREE, too. And to become even more ridiculous, FREE coffee and donuts will be served to each and every lady. Or there is the other trailer that designates, "Every Wednesday Is FREE Car Night," which means that on that night the name of some one make of car will be drawn and the first 100 cars of that make, complete with driver, will be admitted FREE.

Newspaper ads before us show, "FREE Pizza Pies from Opening Time to Show Time"; "Lucky Car Nite . . . all cars and drivers of this make admitted FREE"; "Bakeware . . . FREE with all adult admissions"; "Dishes FREE"; "Children . . . FREE"; "Lollypops and balloons . . . FREE"; and FREE this, and FREE that, all over the place.

And all of this on top of two features at all times, playgrounds, kiddie rides, and CinemaScope.

Of course, it all seems to add up to saturation being reached in drive-ins. But how you bank FREE business, or how you pay the film companies, the employes or the supply dealer with it, is a major mystery. It is a situation that must resemble that old story about the fellow who constantly sold under cost so that he lost money, but "did a helluva lot of business!"

Jay Emanuel

BROADWAY GROSSES

(As of this Monday)

Spring Doldrums Hit

NEW YORK—Business was off considerably in the Broadway first-runs over the weekend due to the spring-like weather and the fact that most spots were winding up long runs.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**Strategic Air Command**" (Paramount). Paramount was down to $40,000 on the fifth week.

"**Daddy Long Legs**" (20th-Fox). Roxy reported $23,531 for Friday, Saturday, and Sunday, with the third week down to an expected $40,000.

"**Interrupted Melody**" (MGM). Radio City Music Hall, with stage show, claimed $81,000 for Thursday through Sunday, with the third and last week anticipated at $121,000.

"**The Far Horizons**" (Paramount). Criterion hoped for a $26,000 opening week.

"**Revenge Of The Creature**" (U-I). Globe will be lucky if it takes in $6,000 on the second week.

"**Violent Saturday**" (20th-Fox). Mayfair dropped to $12,000 on the second week.

"**East Of Eden**" (Warners). Astor fell off to an $11,000 11th week.

"**Strange Lady In Town**" (Warners). Victoria perked up, doing $28,000 on the opening week.

"**The Prodigal**" (MGM). Capitol expected the second week to drop to $32,000.

"**Blackboard Jungle**" (MGM). Loew's State was down to $14,000 on the 10th week.

EFFG Progress Slowed

NEW YORK—It was reported last week that national circuit executives are cautiously weighing the legality of investment by divorced theatre companies in the Exhibitors Film Finance Group without authorization from the Department of Justice which, to date, has declined to give a definite "yes" or "no" to the clearance sought by Theatre Owners of America. Government attorneys seek assurance, it is said, that the circuits, regardless of their buying power, would receive no special privileges with product sponsored by EFFG.

The meeting scheduled for EFFG stockholders to elect directors and officers and to plan assistance to independent production aimed at helping to ease the product shortage has been cancelled, with no new date set. Projected meetings across the country to invite subscription also have been postponed.

Sam Pinanski, head, American Theatres, Boston, one of the founders of EFFG, stated there is no need for haste in holding a stockholders' meeting, inasmuch as the organization is being built for a long, basic operation and is meeting with considerable support everywhere.

Pete Smith has been selected by the Publicists Guild as recipient of its third annual Tom Tom Award which goes to a man who started his Hollywood career as a press agent, and gone on to fame, prestige, and importance in the industry. Smith is producer of the Pete Smith Specialties for MGM, and has received over 150 awards, including three Oscars and a MOTION PICTURE EXHIBITOR LAUREL AWARD. The award will be made at a luncheon on June 8.

NEW YORK
By Mel Konecoff

ARRIVAL: Ernest K. Gann, author of both the novel and screenplay, "Soldier Of Fortune," which 20th-Fox is releasing, arrived here for some promotional work on the film. This chap, who also authored "The High And The Mighty," was paid $50,000 for "Fortune," which stars Clark Gable, with more to come as soon as receipts start coming in on the film. He stands to make quite a bundle should it be the success anticipated.

KONECOFF

He feels that it is about time that writers have been recognized as creative artists and paid accordingly with a percentage of the proceeds if the end result is successful. A writer should be prepared to stand or fall by his work. He had approval of cast, except for Gable, whom he felt was ideal for the title role, with Gable, incidentally, also in for a percentage of the film.

Gann likes having his books wind up on the screen and adapting for this medium, and he thinks that he might like to take a crack at directing in the future. He was pleased with the fine results achieved by "The High And The Mighty" but disappointed with those on "Island In The Sky," which he felt was handicapped by poor selling and promotion.

Presently he is working on a novel of sailing ships in the 1920's entitled "Twilight Of The Gods," but no deal has been set as yet for this one. Come summer, he expects to sail a schooner he purchased in Rotterdam to Los Angeles and film the voyage for release as a travelogue.

With regard to public tastes, he feels that the average reader and moviegoer is much smarter than he is given credit for and that the story in a film is its most

(*Continued on page* 16)

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

20th-Fox stockholders told that the company sees increased earnings ahead; extra features planned (page 14).

Distribution

Louis Phillips becomes Paramount general counsel, and Louis A. Nevins becomes company secretary (page 6).

Exhibition

MOTION PICTURE EXHIBITOR announces launching of Showmanship Sweepstakes for nation's exhibitors (page 11).

Star appearances, top films launch month-long Southeastern Movie Festival for exhibitors of three states (page 14).

Louis J. Finske succeeds Leon D. Netter as head, Florida State Theatres, Inc. (page 16).

Financial

AB-PT reports increased earnings and plans to expand after consent decress are fulfilled (page 11).

Paramount first-quarter earnings double over last year.

International

Adult film themes create censor problem in Ontario, Canada; CBC turns down toll-TV for use in Canada; Canadian exhibitor groups schedule Toronto meeting (page 10).

U-I world-wide meeting is held in Barcelona, Spain (page 10).

Legislative

Adolph Schimel, U-I counsel, asks Congress for deletion of mandatory treble damages in anti-trust suits (page 23).

Mel Konecoff

Ernest K. Gann, author of "Soldier Of Fortune," to be released by 20th-Fox, discusses the improved position of the screen writer; John Glass, general manager, Hoyt's Theatres, Australia, discusses the situation "down under"; and Marilyn Monroe is unveiled four stories high to herald "Seven Year Itch" (pages 5 and 16).

Organizations

Federal regulation is talked up following distribution rejection of roundtable conference (page 6).

Walter Reade sees possibility of TOA, Allied merger (page 6).

Montana exhibitors' convention opposes unfair rentals (page 24).

Production

Exhibitors Film Finance Group awaits Justice Department approval before production starts (page 5).

Legion of Decency rap at Production Code Administration may tighten provisions (page 23).

Technical

Telemeter, controlled by Paramount, enters war on behalf of toll-TV; CBS and affiliates oppose toll-TV; FCC okehs NARTB demonstration of Zenith's Phonevision (page 16).

Roundtable Rejection Spurs Regulation Bill

TOA, Allied To Decide On Other Means Of Relief; AA, Republic Are Commended For Acceptance, Understanding

NEW YORK—In a joint press release last week, E. D. Martin, president, Theatre Owners of America, and Rube Shor, president, Allied States Association, expressed regret that most film company heads had rejected their bid for an all-industry conference of May 24 to discuss exhibitors' problems.

The executives reiterated that there was no intention of discussing individual company sales policies, "the veil under which the invitations were declined," calling the action short-sighted. They warned that they cannot now be criticized for using other methods to obtain relief following the joint committee of Allied-TOA meeting in New York this week, when it will be decided whether committee members will meet with film executives individually or seek Federal legislation regarding exhibitors' problems.

Shor stated that four rejections had been received by him at the time of the press release from Spyros Skouras, 20th-Fox; Nicholas M. Schenck, Loew's; Milton Rackmil, U-I; and Barney Balaban, Paramount. Balaban, in declining, said that assurances in the invitation about sales policy were self-contradictory. Shor and Martin thanked Herbert Yates, president, Republic, and Steve Broidy, Allied Artists' head, for their prompt acceptance and understanding.

Senator Hubert Humphrey (D., Minn.), who was recently approached by Allied general counsel Abram F. Myers and Allied defense committee chairman Benjamin Berger, said he felt sure that a Senate subcommittee would hold hearings on the current situation of film exhibitors if Allied and other groups want them. The Senator said he had not yet been asked to introduce a specific bill calling for Federal film industry regulation, as proposed by Allied, nor does he expect to introduce such a bill at present, but that the hearings can be held without a specific bill. He added that the forceful presentation of the situation by Allied officials made him think a Congressional committee hearing worthwhile, although he had not yet heard the other side of the story.

RKO Circuit Cancels "Sinbad"

NEW YORK—A spokesman for the RKO Theatres home office recently reported that the circuit had permanently cancelled all out-of-town bookings for RKO's "Son Of Sinbad."

After many revisions, the film finally received a Production Code Administration seal, but was then placed by the National Legion of Decency on the "Condemned," or C-rating, list, and it has been the RKO theatre's policy not to show films so classified. The spokesman said no deal has been negotiated for the picture in the circuit's New York houses.

Phillips, Novins Promoted In Paramount Shuffle

NEW YORK—It was announced last fortnight that Louis Phillips has been appointed general counsel of Paramount Pictures, following a meeting of the board of directors, and that Louis A. Novins was elected secretary of the company. The late Austin C. Keough held both posts at the time of his death on April 20.

Phillips is a member of the New York law firm Phillips, Nizer, Benjamin, and Krim, and entered the industry as executive secretary and general counsel for the New York Film Board of Trade. He joined Paramount late in the '20s and has been assistant general counsel for some time.

Novins is a former assistant attorney general of Massachusetts. He joined Paramount in 1946 and has served as assistant to the president, and in other official capacities.

O'Donnell Favors Conference

NEW YORK—Robert J. O'Donnell, vice-president and general manager, Texas Interstate Theatres, said last week that the proposed roundtable conference attempted by Theatre Owners of America and National Allied is essential.

He expressed regret that film company heads had declined the invitation to talk with the exhibitors at the May 24 roundtable and said it was "wonderful" that TOA and Allied are "seeing eye to eye" on so many important issues. He added that there was no question in his mind that distribution "has been milking the theatres by asking exorbitant rentals."

Since last September, the circuit head said Texas Interstate has presented five top pictures and has not made a profit on any of them. He pointed out that many top pictures allow the exhibitor only six to seven per cent profit, and that average films are usually not money makers.

Seattle Seeks Censorship

SEATTLE—The Seattle Board of Theatre Supervisors was authorized last week to act as a censor board for motion pictures by a resolution passed by the board of King County Commissioners.

Complaints were received from rural patrons, parent-teacher, and Catholic groups because "Garden Of Eden" was shown without an "adults only" restriction.

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TOA, Allied Merger Forecast By Reade

NEW YORK—Walter Reade, chairman of the board, TOA last week disclosed the strong possibility of a merger between TOA and National Allied. Reade said that such a merger will be welcomed by his group as a step towards strengthening the exhibitor's position in this country. The consolidation would gain greater respect and attention for the industry. It was announced that joint action between TOA and Allied was conducive towards such a merger and that the two groups have already had exploratory talks concerning the topic.

Reade, who recently returned from a trip through France and England, was highly critical of relations between American distributors and exhibitors. He pointed out that European industry representatives do not have the same problem, since distributors and exhibitors of that continent are always willing to sit down and discuss important matters. It is inconceivable to Italian and French exhibitors that such a situation should exist. Reade echoed the views of the European exhibitors by stating that in his opinion it is unreasonable under any conditions for heads of companies not to be willing to sit down with exhibition representatives, regardless of legal entanglements. Should legal entanglements arise no one will be obligated, since the discussion would cover broad topics that do not have binding qualities attached to them.

In regard to foreign films, Reade stated that a growing market exists in the U.S. for imports. There is a weakening of American audience resistance towards foreign films. Furthermore, with film shortages a current problem in this country, the time seems right for importation of productions. The opinion was expressd that the important thing to audiences is the quality of the picture and not where it was made.

Reade, who attended the Cannes Film Festival while in Europe, put forth the idea that a similar festival in the U.S. would aid the industry by supplying publicity that is greatly needed at this time. Comments on American attendance in the Cannes Festival took the form of praise, with Reade revealing his gratification at the conduct of the American during the festival.

Makelim Names Three Directors

HOLLYWOOD—Hal R. Makelim, originator of the Makelim Plan, and president, Makelim Pictures, Inc., announced recently that C. A. Dandelake, Tarboro, N. C., owner, Colonial and Tar, and president, Theatre Owners of North and South Carolina; Hugh Thomas, Jr., Sarasota, Fla., business executive and owner, Siesta Drive-In Theatres; and Jack Jackson, Houston, Tex., editorial columnist, have been elected to the board of Makelim Pictures, Inc.

The company recently announced that it was ready to begin.

PRESENTING

THE FIRST

WILLIAM GOETZ PRODUCTION

FOR

COLUMBIA

The most powerful adventure story ev

JAMES STEWART

CINEMASCOPE A WILLIAM GOETZ PRODUCTION · Color by TECHNICO

ublished in the Saturday Evening Post!

This is
BARBARA WAGGOMAN
She knew
a man
when she
saw one.
And one day
she saw

THE MAN FROM LARAMIE

CATHY O'DONNELL as BARBARA WAGGOMAN

This is
ALEC WAGGOMAN
He owned
everything
in the
valley
except

THE MAN FROM LARAMIE

DONALD CRISP as ALEC WAGGOMAN

THE MAN FROM LARAMIE

This is
CHARLEY O'LEARY
He had nothing
to lose but
his life...
so he
joined

THE MAN FROM LARAMIE

WALLACE FORD as CHARLEY O'LEARY

co-starring

Arthur KENNEDY · Donald CRISP

Cathy O'DONNELL · Alex NICOL

Aline MacMAHON

with

WALLACE FORD

Screen Play by
PHILIP YORDAN and FRANK BURT
Based upon the SATURDAY EVENING POST
story by Thomas T. Flynn

Directed by
ANTHONY MANN

. . . COMING IN AUGUST FROM *Columbia!*

...and the nationwide fireworks will start
with the biggest premiere in history!

THE MAN FROM LARAMIE

takes over the great
state of Texas...*with the*
biggest all-out promotion ever staged
in the biggest state of them all!

AMARILLO
VERNON
WICHITA FALLS
DENISON
PARIS
ABILENE
FORT WORTH
DALLAS
EL PASO
EASTLAND
BROWNWOOD
CORSICANA
TYLER
WACO
TEMPLE
HOUSTON
AUSTIN
SAN ANTONIO

CELEBRITIES! ★ PERSONALITIES! ★ COLUMNISTS!
NEWSREELS! ★ WIRE SERVICES! ★ STARS!
BARBECUES! ★ RADIO BROADCASTS! ★ TV COVERAGE!
REPORTERS! ★ PHOTOGRAPHERS!

MPE Starts "Showmanship Sweepstakes"

AB-PT To Expand; Earnings Increasing

NEW YORK—Answering questions at the annual stockholders' meeting and at a press conference afterwards in the Sheraton Astor Hotel, Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., revealed plans to acquire additional theatres "in growing and profitable areas" once the consent decree's divestiture is completed. Local situations are already being surveyed, with interest in both four-wall houses and drive-ins, he said.

Earnings to date in 1955, his report said, are well ahead of those for the comparable period last year, and the improvement in theatre business continues, although second quarter earnings are seasonably weak because of a lack of good pictures.

Goldenson pointed out that the company has nothing in its Justice Department consent decree to prohibit feature film production. If the product shortage should continue and production were undertaken, he said AB-PT would act strictly on its own account and not participate in the Exhibitors Film Finance Group or any similar film financing organization. He added that his trip abroad last year to stimulate European production for the U.S. market had been successful in increasing the availability of Italian product, and that German and Swedish films would soon be arriving.

Earnings for ABC will be substantially higher in the second quarter of this year than in the comparable period of 1954, the stockholders learned. The TV network is making particularly good progress for the fall season, with time sales already exceeding the network total for all of last year. The broadcasting division, too, is well ahead of its standing last year.

Concerning AB-PT entry into the phonograph record field, Goldenson said that the company would most likely form its own subsidiary in such a venture, rather than purchase an established organization. In the electronics field, another subject of inquiry, the president referred to the company's one-third interest in Microwave Associates, manufacturers of various electronic devices, which has sufficient capital available without further financing, and that Western Union's entry on a one-third basis is expected to accelerate its growth. Microwave sales last year were close to $1,500,000, he said.

Goldenson also revealed that the company's theatre operating subsidiaries have largely joined in opposition to the toll-TV proposal, and that the ABC division will oppose it in the proceedings before the Federal Communications Commission.

The stockholders elected the following directors to serve for the next year, Earl E. Anderson, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, E. Chester Gertsen, Goldenson, W. W. Gross, Robert H. Binckley, R. L. Huffines, Jr., W. T. Kilborn, R. E. Kintner, S. M. Markley, W. P. Marshall, E. J. Noble, R. H. O'Brien, R. B. Wilby, and O. D. Young.

TOA Hails Conciliation As Arbitration Progress

NEW YORK—A Theatre Owners of America bulletin received by members last fortnight advised that exhibitors may go into conciliation on any matter, including film rental, under the agreement reached by the arbitration negotiators. If the exhibitor is not satisfied with the decision of a branch manager on his stated grievance, he will now have the opportunity to appeal to the sales manager, although the distributor will not be compelled to grant relief except where a violation of law is concerned.

The distributors, however, still refuse adamantly to arbitrate film rentals, but if the exhibitor fails to get conciliation in most matters, he can then resort to arbitration, the bulletin said, contending that conciliation will be helpful if the distributors take an understanding approach to the problems of exhibition. Progress in arbitration, TOA members were told, has been good but slow; slow because TOA seeks the broadest interpretation of arbitratable matters, while distribution wants to have it as narrow as possible.

Ad Series Praised

NEW YORK—The 44th in the series of COMPO ads in Editor and Publisher which appeared last week, features the ads published in the New York Journal-American to encourage movie attendance. The Journal-American ads all carry the caption, "Only At The Movies Can You Enjoy Entertainment Without Interruption."

"Like us," says the COMPO ad, "the publishers of the New York Journal-American apparently are convinced that it is important that people should go out of their homes and seek entertainment in theatres. . . . When one of America's most famous newspapers goes to such lengths to encourage theatre attendance, it should be obvious that greater theatre attendance is important. At any rate, we are grateful to the Journal-American for giving such dramatic proof to what we have said so often—that newspapers should do everything possible to foster more attendance at movie theatres."

Silverstein Mourned

HOLLYWOOD—Abraham Silverstein, 85, father of Maurice Silverstein, Loew's International regional director of Latin America, died last week at his home following a long illness. The deceased is also survived by his wife, another son and a daughter.

Fabian Hospitalized

NEW YORK—President Si Fabian, Stanley Warner, entered the Lennox Hill Hospital last week on his return from Europe. Reported to be suffering from a stomach ailment, Fabian's condition was described as "good."

Top Exhibitor Campaigns Saluted With Cash As 260 Boxoffice Champions Will Be Offered Annually

PHILADELPHIA—With the announcement this week of MOTION PICTURE EXHIBITOR's "Showmanship Sweepstakes" (see pages 19 to 22) the "Better Management" department of the publication takes on added impetus. It also should reach deep into the advertising, exploitation, and publicity consciousness of theatremen and create greater interest than ever before obtained by any trade publication in the motion picture field.

In its practical application "Showmanship Sweepstakes" is designed not only to give financial remuneration to go-getters among the vast number of industry ballyhoo artists, but also, in write-ups about the five best stunts of the week, to have them adapted and used by many, many theatres, particularly those not having high-priced exploiteers or publicists on their payrolls.

The stunts and campaigns will be aimed solely for exhibitors and will be applicable for use in any situation. This is no time for selfishness in the face of diminishing boxoffice returns. Except for the prize winners, we shall all share and share alike.

In future issues of MOTION PICTURE EXHIBITOR's Better Management, along with its incentive giving "Showmanship Sweepstakes," we shall endeavor to help exhibitors out with "selling the product." All of the 260 stunts submitted annually, along with the 52 winners, will be yours for the trying.

Too long have many small operators been complacently putting up stock fronts, and then sitting back and waiting for the people to rush in when the boxoffice opens. These same fellows, locking the doors at night and counting diminishing receipts, wonder what's wrong with business.

We believe that lack of incentive is what is wrong; and we are out to prove it with the selling angles that are sure to be unearthed in "Showmanship Sweepstakes."

Get in on it at the start!

"Marty" Tops Cannes Films

CANNES—For the first time, last fortnight a United States entry won the Golden Palm grand prize at the annual Cannes International Film Festival. The Hecht-Lancaster production of "Marty," released by United Artists, received a special jury citation crediting the combined talents of Paddy Chayevsky, script writer; Delbert Mann, director; and the film's stars, Betsy Blair and Ernest Borgnine.

Two more grand prizes went to American entries, which made a notably strong showing. Warners' "East Of Eden" won a citation as the best dramatic picture viewed at the festival, with Elia Kazan receiving special mention for masterful direction and excellent performances from the cast. The male acting award went to Spencer Tracy for his performance in MGM's "Bad Day At Black Rock."

The International Scene.....

Canada

Adult Film Themes Creates Censor Problem

TORONTO—One out of every five pictures submitted to the Board of Censors of the Province of Ontario was either treated or rated by the board.

In submitting his report to The Theatres Branch and Board of Censors, Ontario Treasury Department, O. J. Silverthorne, chairman, said there is an "evident tendency" on the part of producers to emphasize "distinctly adult content and a decrease of interest by them in full length pictures suitable for the whole family."

This tendency made necessary the censoring or classifying as adult entertainment 21 per cent of the films submitted, says the report, but only one feature film, a documentary of African tribal life, was rejected in its entirety.

Also indicated in the report was the closure of five per cent of the licensed theatres in the province through what is described as "obsolescence." The theatres were financially unable to keep up the trend towards wider screen processes and the "consequent modernization."

The report points out that while this was a "relatively small number" of theatre operators, it was "noteworthy on account of the steady growth during the last decade" of the theatre industry in the province.

Noted especially in the report is the decrease in the number of films submitted from the U.S. and "strikingly large" increase in the number of features from foreign countries. In all, 522 features were submitted to censor, of which 306 were from the U.S., 77 from Great Britain, 80 from Italy, and 28 from west Germany.

The decline in number of U.S. films is explained through the trend towards wider screen processes; "feature subjects were longer and they commanded greater expenditures of money, talent, and attention."

Just six theatre operators were prosecuted during the year for failure to provide matrons to take care of children and the licenses of seven projectionists were suspended for various infractions.

Silverthorne pointed out that the British board of film censors has rejected six Hollywood features in their entirety in 18 months, and has issued a warning "that crime, violence, and passion must be toned down in future films." Improvement also is "likely," the report adds, because following this, the directors of the Motion Picture Association of America met to discuss imposition of a stricter production code.

"Theatre management cooperated in an appreciable manner in the enforcement of departmental regulations with respect to advertising of classified entertainment," the report concludes. "There were 9,200 bookings of adult entertainment; on 247 occasions only did management fail to comply with requirements in this respect."

This radio photo shows the scene in London recently as Arnold M. Picker, standing, United Artists vice-president in charge of foreign distribution, opened the international sales convention mapping UA's global distribution plans. Seated on the dais are, left to right, Mo Rothman, Continental division; Charles Smadja, vice-president in charge of European production; vice-president Max E. Youngstein; president Arthur B. Krim; Louis Lober, general manager, foreign department; M. C. Morton, managing director in Great Britain; and William J. Smith, secretary, United Artists Corporation, Ltd.

Canadian Comment

The Canadian Broadcasting Corporation, the government-owned broadcasting company in this country, turned down pay-as-you-see TV for its use in this country. A. Davidson Dunton, chairman, board of governors, CBC, said that both from the technical and financial points of view it would be impractical. It was pointed out to a government Parliamentary committee that the CBC was experimenting neither in toll nor color TV at present.

Toronto will be the scene of the annual meeting of the National Committee of Motion Picture Exhibitors Associations in Canada, Monday, Oct. 31. The following two days, Nov. 1-2, will be devoted to the annual meeting of the Motion Picture Industry Council of Canada, which will gather in the same hall as the NCMPEAC. The annual meeting of the Motion Picture Theatres Association of Ontario will be Oct. 26. The trade fair, which was held during the past two conventions, will be dropped this year because space wasn't available.

A. Schneider, vice-president and treasurer, Columbia, center, accompanied by Mrs. Schneider, is seen arriving in London with Marx Thorpe, right, Columbia's British chief, shown greeting them at Waterloo Station. Schneider plans to visit the continent for meetings with Columbia International officials.

A gold card signifying honorary membership in the Variety Club was presented to George Formby when he was in Toronto for the second show of his Variety Village benefit tour. The card was presented by past chief barker R. W. Bolstad at a luncheon in the Royal York Hotel. Formby had come from his show in the Montreal Forum, the first of his tour, and gave his second show in the Maple Leaf Gardens in Toronto. . . . Joe Huber, one of the most popular men in the motion picture industry in Canada's west, retired recently from his post as manager, 20th-Fox, Winnipeg, under the company's retirement plan, after 34 years with the company. He was succeeded by Phil Geller, formerly JARO branch manager in Winnipeg. Huber was a Winnipeg salesman, went to Calgary as branch manager for four years, then came back in 1928. A man of many friends, best wishes from the whole industry go out to Huber to enjoy peace and happiness in his retirement. . . . The scheme in Vancouver whereby Famous Players cooperated with the BC electric, with the latter company giving free streetcar transportation to Vancouver patrons bound for theatres, is now in practice. Other cities are being studied to see whether the scheme is practical there. The transportation company is doing considerable promotion to help put the idea across, providing day-and-night theatre information by telephone.

—HARRY ALLEN, JR.

U-I World-Wide Meet Draws International Execs

BARCELONA — The Universal-International sales conference got under way last week with the arrival of home office and studio executives to meet with supervisors, branch managers, distributors, and publicity heads from four continents. The U.S. representatives were led by president Milton R. Rackmil; executive vice-president Alfred E. Daff, also president, Universal-International Films; and Americo Aboaf, vice-president and foreign general manager.

Foreign publicity director Fortunat Baronat, already in town for two weeks, remained for the conference, together with Far Eastern supervisor Arthur Doyle, and Latin American supervisor Al Lowe.

Daff announced the winners of the recently completed 1955 Daff Drive. Individual territories competition winner was Mexico, managed by Alfredo Helquin, with Chile in second place under Raul Viances, and Denmark placing third under manager Knud Jorgenson.

In the divisional race, Latin America was first, under Lowe. In a sales drive held on J. Arthur Rank product distributed by U-I in the Philippines and Latin America, Mexico and Chile again placed first and second, with Brazil third.

FROM BATTLEMENT TO BOUDOIR . . .
FROM BRAWL TO LOVERS' TRYST

. . . he blazed a reckless path!

Men knew his fury
and women—his lips,
but none knew the name,
or the secret, of the
man who held a
nation at bay!

IN **CINEMASCOPE**

Universal-International presents

TONY CURTIS
COLLEEN MILLER

The life and loves of Adventure's Greatest Rogue!

The Purple Mask

PRINT BY *Technicolor*

co-starring

GENE BARRY · DAN O'HERLIHY · ANGELA LANSBURY

GEORGE DOLENZ · JOHN HOYT · MYRNA HANSEN

Directed by BRUCE HUMBERSTONE · Screenplay by OSCAR BRODNEY · Produced by HOWARD CHRISTIE

Universal International

ANOTHER PICTURE WITH THAT UNIVERSAL APPEAL!

Southeastern Film Festival Opens With Accent On Super Showmanship

ATLANTA—The month-long Southeastern Film Festival got underway last week, with production, distribution, and exhibition working together to promote a tri-state saturation release for new product from five companies, opening with MGM's "The Prodigal," and continuing with 20th-Fox's "Daddy Long Legs," Allied Artists' "Shotgun" and "An Annapolis Story," Warners' "The Sea Chase," and Republic's "The Eternal Sea."

At the Biltmore Hotel, the Motion Picture Theatre Owners of Georgia and the Alabama Theatre Association met with the Florida Theatre Owners Association in a two-day convention. Mayors from 50 towns in the three states, with reporters and newspaper editors, joined in the exhibitors' promotion; Sunday papers in Atlanta, Birmingham, and Jacksonville carried major articles, with radio-TV spots to follow up, in addition to trailers, window cards, posters, mats, recordings, and other material. T. L. Shearer, board chairman, Theatre Equipment Dealers Association, announced that his executive director, Ray C. Colvin, will address business, civic, and other groups in the area during the next 30 days, stressing the theme, "What the Movie Theatre Means to Your Community."

An MGM Workshop, opened by Emery Austin, MGM publicity chief, conducted a panel discussion headed by Mike Simons, MGM director of customer relations. The panelists were Joseph Jarvis, Riverside, R. I., Claude Motley, Video Theatres, Inc., Oklahoma City; L. J. Williams, Williams Theatres, Union, Mo.; Hal Barnes, Central States Theatre Corporation, Des Moines; Judson Moses, Atlanta press representative; C. J. Briant, MGM branch manager; and Austin. A luncheon followed, hosted by Coca-Cola Company.

The second day of the convention opened with a series of talks, conducted by A. B. Padgett, Wilby-Kincey Theatres, on selling methods for the festival. Another luncheon, this time provided by the Nehi Corporation, followed, with J. H. Thompson, president, MPTO of Georgia, presiding. Fred Storey, president, Storey Theatres, introduced guest speaker Mayor

William B. Hartsfield of Atlanta, who was followed by Governor Marvin Griffin.

In the afternoon, the festival was discussed from the industry-wide view by Dick Kennedy, president, ATA. Colvin, introduced by Nash Weil, Wil-Kin Theatre Supply Company, gave a short address, as did William E. Smith, executive director, The Popcorn Institute, who was introduced by Jim Blevins. Later, President E. D. Martin, Martin Theatres and Theatre Owners of America, addressed a closed meeting of the exhibitors, presided over by John Stembler, MPTO of Georgia.

A cocktail party and banquet closed the festivities in the evening. Additional glamor was added by the visit of screen personalities Mary Murphy and Rex Allen.

MPTO of Georgia reelected Thompson to the presidency. Other officers include O. C. Lam, executive vice-president; Nat Williams, Jay Edmondson, J. E. Tankersley, W. R. Bisell, John Stembler, and Fred Storey, vice-presidents; E. D. Martin, treasurer; and John Thompson, secretary.

ATA reinstated R. M. Kennedy as president, with Dan Davis, Rufus Davis, Jr., Lester Neeley, and J. W. Gaylard as vice-presidents; T. M Watson, secretary-treasurer; and Mack Jackson, TOA board representative.

This Was The Week When.....

Stars Fess Parker and Buddy Ebsen of Walt Disney's "Davy Crockett, King Of The Wild Frontier" left on a national tour to baily the film, which was booked into the Globe, New York, for May 25. . . . Loew's, Inc., directors declared a dividend of 25 cents on outstanding stock, payable June 30 to holders of record June 14. . . . "Bread, Love, And Jealousy" was announced for distribution by DCA in the fall, following their release of "I Am A Camera" during the summer. . . . Sneak previews for "The Private War Of Major Benson" were promised by U-I in all exchange centers and other key cities to benefit exhibitors. . . . Roxy directors declared a dividend of 37½ cents a share on outstanding preferred stock, payable June 1 to holders of record May 20.

John Daly's "Who Said That?" ABC-TV broadcast benefitted the Will Rogers Memorial Hospital and Research Laboratories. . . . 20th-Fox scheduled "Soldier Of Fortune" for a world premiere May 27 in New York's Roxy. . . . United Artists booked "Not As A Stranger" for a world premiere in the Stanley Warner, Beverly Hills, for June 29, benefit of the Mt. Sinai Hospital. . . . 20th-Fox declared a dividend of 40 cents a share on outstanding common stock payable June 28 to holders of record June 10.

20th-Fox Net Down; Surge Is Forecast

NEW YORK—Twentieth-Fox Film Corporation and wholly-owned subsidiaries last week reported consolidated net earnings of $1,423,811 for the first quarter ended March 26, 1955. This amounted to 54 cents per share on the 2,644,486 shares of common stock outstanding, as compared with net earnings for the first quarter of 1954 of $2,048,030 or 77 cents per share on the same number of shares. This failed to dampen executive spirits, however, as the report was optimistic.

At the company's annual stockholders' meeting, Spyros Skouras, president, stated that "our first quarter earnings are somewhat below the first quarter of 1954, but this was because we had only four CinemaScope releases for January, February, and March, one of which, though in our opinion well made, proved extremely disappointing at the boxoffice. Since the company did not have any other pictures in inventory available for immediate release, we were not in a position to correct this condition which is to be expected because of the law of averages. We have decided, therefore, to increase the number of pictures for release by an additional four to six pictures so that we will always have them in reserve to meet a similar situation."

Concerning the company's second quarter, Skouras stated "it is confidently expected worldwide film rentals will reach $27,300,000 as contrasted with $22,394,000 in the second quarter a year ago. Therefore, it is estimated that by the end of June our earnings for the first six months of this year will be between $1.25 and $1.30 a share as compared with $1.17 in 1954.

The board reelected Skouras as president. Members of the board elected by the stockholders to serve until 1956 included L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, B. Earl Puckett, W. C. Michel, Skouras, and James A. Van Fleet.

Officers named for the next year were William C. Michel, executive vice-president; Darryl F. Zanuck, vice-president in charge of production; Murray Silverstone, vice-president; Joseph H. Moskowitz, vice-president; S. Charles Einfeld, vice-president in charge of advertising, publicity, and exploitation; Donald A. Henderson, treasurer and secretary; C. Elwood McCartney, comptroller and assistant treasurer; J. B. Codd, assistant treasurer; Francis T. Kelly, assistant treasurer; Frank H. Ferguson, assistant secretary; J. Harold Lang, assistant secretary; Norman B. Steinberg, assistant secretary; William Werner, assistant secretary; and Morris L. Breggin, assistant comptroller.

Admissions Up

WASHINGTON—The Bureau of Labor Statistics reported last week that admission prices in large cities rose to record levels in the first quarter of 1955. The combined index of adult and children's prices stood in March at 202.6 per cent of the 1935-1939 average, compared to 196.9 per cent at the end of December last year, and a previous high of 199.9 per cent in September, 1954.

NO! "MAJOR BENSON" is NOT A SLEEPER!

"THE PRIVATE WAR OF MAJOR BENSON" was conceived at the outset to be a great entertainment picture, a great box-office picture. That it also proved to be a "GREAT" picture is not surprising . . . we spared no pains to insure its success!

PRINT BY TECHNICOLOR

Don't just take our word for it...
F' GOSH SAKES, **SEE IT** *
...and enjoy the
HEART-WARMING FUN !

Happily Yours from UNIVERSAL!

***Take your family or your sweetheart to the SPECIAL SCREENING your U-I EXCHANGE is arranging in your Territory!**

Paramount's Telemeter Enters War On Behalf Of Subscription Video

HOLLYWOOD—At a luncheon meeting of the Hollywood Advertising Club last week, Alfred Starr, co-chairman, Organizations for Free TV, clashed in a debate on controversial subscription television with Paul MacNamara, executive vice-president, Paramount-controlled International Telemeter Corporation. MacNamara was replacing Dr. Millard C. Faught, economic consultant to Zenith Radio Corporation, who was not permitted by that company to appear.

Starr accused the advocates of toll-TV of seeking to take free television away from the public. He pointed out that television as we know it today is gaining in favor, citing production of 50 per cent more sets in the first quarter of this year than in the comparable period of 1954 as an indication. There is no great uprising against current TV fare, he said, and even if there were a clamoring for better programs, there has been no indication of just what improvements would be effected to the toll system.

MacNamara countered sarcastically that the organizations and persons opposed to subscription TV are taking a "high level bleeding heart route" that "they want free TV for the American people" when in reality they are worried about real estate holdings "and the money they get out of popcorn." MacNamara said that if these groups would admit they are fighting for the survival of their businesses, he could better understand their position. He pointed out that production currently receives less than 15 cents on the boxoffice dollar because of the method and cost of distribution, and that the toll-TV method would cut such costs by half, to the benefit of the public. He discarded the argument that the public has purchased television sets with the notion of free entertainment by saying that no contract ever went with a set guaranteeing anything, and added that sports programs now lost could be returned to the home screen by this method.

CBS And Affiliates Oppose Toll-Television

NEW YORK—At the first annual conference held at the Waldorf-Astoria last week, the primary affiliated stations of the CBS Television Network, by a vote of 107 to 2 in a secret ballot, joined with CBS in opposing pay-television.

In their resolution urging CBS "to assume leadership for the preservation of the present American system of free home service," the stations pointed out that "any system which would require the public to pay for programs broadcast over the air would be wholly inconsistent with the history of American broadcasting and would divide the American people by barring programs to those who could not afford them . . . "

In stating CBS' position, Dr. Frank Stanton, president, Columbia Broadcasting System, Inc., said, "CBS opposes pay-television because it would highjack the American public into paying for the privilege of looking at its own television sets. This is a betrayal of the 34 million families who have already spent $13½ billion for their sets in the expectation that they would be able to use them as much as they wanted without paying for the prerogative of watching."

Finske To Succeed Netter As Florida Circuit Chief

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., announced last week that Leon D. Netter, president, Florida State Theatres, Inc., and a theatre executive in the home office of the company for more than 20 years prior to his coming to Florida, has decided to retire and assume a consultant role with Florida State Theatres, Inc., effective July 1.

Goldenson also announced that predicated upon Netter's recommendation, Louis J. Finske, who is now serving as vice-president, Florida Circuit, will become its president, succeeding Netter. Finske has been associated with Netter for the last three years in the operation of Florida State Theatres, Inc., with headquarters in Jacksonville. Prior to his affiliation with Florida State Theatres, Inc., Finske served as president, Penn-Paramount Corporation, which operates theatres in the Pennsylvania area.

FCC Approves NARTB Demonstration Of Phonevision

WASHINGTON—The Federal Communications Commission last week authorized Zenith Radio Corporation to display its Phonevision method of pay-as-you-see TV to the NARTB convention delegates this week. However, the Commission stressed that the public is not to get the impression that this means the FCC has decided one way or another concerning the subscription TV proposals pending before it.

The FCC has granted WMAL-TV temporary authorization to broadcast between 8 a. m. and 12:30 p. m. from May 25 to June 24. The trial period license was granted to The Evening Star Broadcasting, and after the NARTB meetings, members of Congress and the FCC will witness showings. The programs will go on the air preceding WMAL's regular hours, and can be viewed only on special sets equipped with Zenith's unscrambling gadgets.

Jarrico Loses Appeal

WASHINGTON—Without giving a reason, the Supreme Court last week declined to review an appeal by writer Paul Jarrico from lower court decisions in favor of RKO.

After he refused to answer questions of the House Un-American Activities Committee, Jarrico was fired by RKO and removed from the screen credits of "Las Vegas Story," on which he had worked. Arbitrators held Jarrico entitled to first writer's credit for the picture, but RKO refused and sought a declaratory judgment in its favor from the California courts. Jarrico then sued for damages. After several California courts ruled for RKO, he appealed to the Supreme Court.

Konecoff (Continued from page 5)

important component, with the public seeking more adult and challenging themes. Profanity and sex are not necessarily prime ingredients which insure the success of any particular film.

ARRIVAL TWO: From the land down under came John Glass, general manager, Hoyt's Theatres, Australia; indirectly, that is, for he really arrived here after a visit to Europe enroute to meetings with studio officials on the coast. His circuit operates 180 theatres with 20th-Fox being principal stockholder, and it takes in about 30 per cent of the total revenue of the continent's 1,300 theatres. Included are three of the country's four drive-ins.

Glass expected that attendance at theatres and income would be substantially higher this year as compared with 1954, with business on the continual upgrade since the end of the war. He gave credit to CinemaScope for a goodly part of the current success. The entire circuit is equipped for the process as well as for stereophonic sound.

Australia is a real movie-going continent, and he reported that there are 84 theatre seats per 1,000 people in Australia, as compared to 34 per 1,000 in the U.S. and 32 per 1,000 in the United Kingdom. They definitely don't think they are overseated.

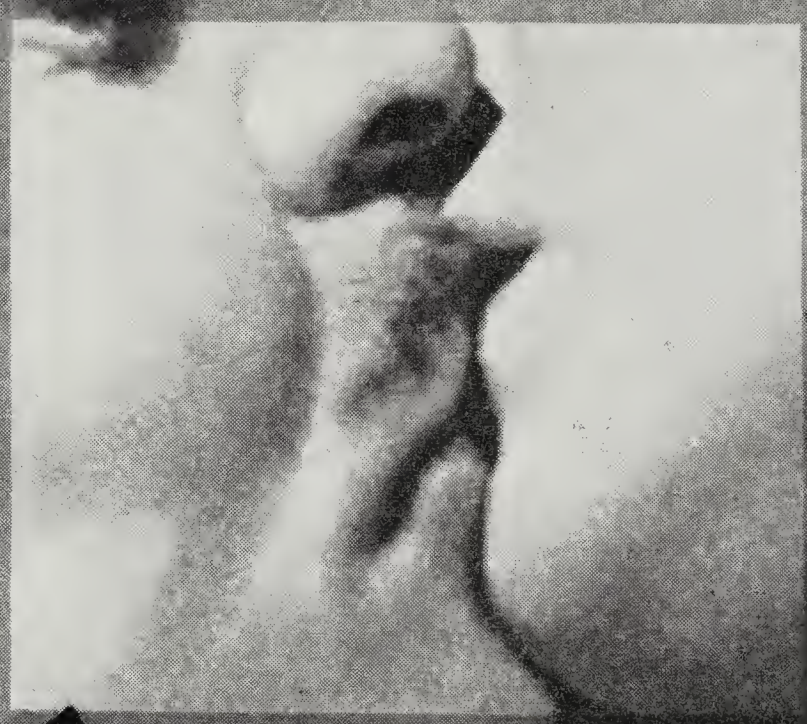
He felt that a lack of TV competition was not a factor in the present prosperity, and they didn't expect much of a boxoffice recession when TV does hit the area at the end of this year and early in 1956. His circuit has found a reserved seat policy highly successful for a portion of each house, with the balance being thrown open to regular boxoffice admissions.

There is no product shortage "down under," said Glass, and films are playing extended runs, especially with the advent of CinemaScope.

BITS AND PIECES: Broadway strollers did a double take last week as their eyes lit on Marilyn Monroe in king-size over Loew's State. We are referring to a 52-foot sign plugging the opening of "The Seven Year Itch" at that house on June 3. There was plenty of press and TV coverage as the four-and-one-half story figure was unveiled. There was many a crick in necks that strained to take it all in, we can report.

THE METROPOLITAN SCENE: "Love Me Or Leave Me" goes into the Radio City Music Hall tomorrow. There is really an entertaining hunk of film that should go over big with lots of people. Doris Day reveals many Marilyn Monroe-type qualities with a voice that sells her numbers in wonderful fashion, while James Cagney comes through with a performance that should be considered come award time. . . . Charlie Levy, eastern publicity and exploitation director for Walt Disney, last week started an extensive tour of the country for Fess Parker (Davy Crockett) that should really start the ball rolling in a big way for the release of the film shortly afterwards. Incidentally, the Disney office got up an elaborate handbook on the 22-city tour that will take a month that is really a masterpiece of information and a wonderful guide for all concerned.

de in HONG KONG



From 20th in June

CLARK GABLE
SUSAN HAYWARD
SOLDIER OF FORTUNE

From the novel by ERNEST K. GANN

also starring MICHAEL RENNIE • GENE BARRY

with ALEX D'ARCY · TOM TULLY · ANNA STEN · RUSSELL COLLINS

A CINEMASCOPE Picture

Color by DE LUXE

Produced by BUDDY ADLER · Directed by EDWARD DMYTRYK · Screen Play by ERNEST K. GANN

"It's a pleasure to do business with 20th"

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Typical of window displays possible to create through proper tie-ups on MGM's "Interrupted Melody" ore those shown obove obtoined by Rodio City Music Hall, New York City. On the left is one on Dura-Gloss nail polish in the Lamston store, Madison Avenue and 51st Street; in the center is one of four Gouboud de Poris windows, this one at Fifth Avenue ond 42nd Street; and, right, onother type of disploy at Amer Blue Print Stotionery store, 47th Street just eost of Fifth Avenue. Mony more such disploys were obtoined.

Bring Back The Kids, McGee Tells Managers

DENVER—In a letter sent recently to all circuit managers, Pat McGee, Cooper Foundation Theatres' head, appealed for workable ideas to increase attendance, especially of children, in connection with a Greater Film Summer Festival to be launched simultaneously with the closing of the schools.

McGee revealed Cooper attendance dropped 80,000 in the first quarter of this year, of which 60,000 was in kiddie attendance. To recapture the under-12 age group he advocated redoubled efforts to sell children on the idea of going to regular as well as the special kiddie shows, noting that when the moviegoing habit is broken, it is very difficult to re-instill it. Early in June a Freedom Day for Kids, inaugurated last year, tied in with "Downtown Merchants Value Day" and offering free admission from 10 a.m. until 4 p.m. will be repeated, McGee said, and at that time managers should make announcements in person and through screen and lobby about summer plans for the theatres. He also recommended a series of giveaways, utilizing parakeets, bicycles, ponies, and novelty items such as the "Space-O-Rain" suit, as well as the inclusion of a cartoon and similar short subjects on every program.

The letter cited a need to develop benefit ticket sales for children, serial ticket awards through dairies and bread companies, and other methods utilizing contests, such as a collection of film stars' photographs. Specifically, McGee said, he wanted a plan whereby the child would be rewarded for bringing an adult to the theatre at a particular time, inasmuch as it is commonly known parents are often induced by children to set against their specific desires, particularly in the case of films, a tendency to be carefully cultivated by the exhibitor. Newspapers, he added, have declined sadly in selling film attractions, and other media must be relied on to bring the public into the theatre.

20th-Fox Launches Group Plan

NEW YORK—20th-Fox last fortnight disclosed a novel way of selling films in closing a deal with Fox West Coast Theatres and the Kaiser Steel Company, whereby 23,000 Kaiser employes, with their families and friends, will see private showings of "Daddy Long Legs."

When a Kaiser personnel officer contacted Morris Sudmin, 20th-Fox branch manager, Los Angeles, about renting a film to be screened on the occasion of an employes' general meeting, agreeing to pay a guarantee, details were worked out to show "Daddy Long Legs" in Pomona May 24-26 and in San Bernardino May 24-28.

Local interest in the film is expected to increase inasmuch as the general public is excluded from the screenings. Other large companies are understood to be considering the continuation of the group selling plan, using only top pictures.

The company also announced that 100,000 window streamers crediting the musical production have been printed by Capitol Records as part of an extensive promotion. Enterprising exhibitors can tie up with record dealers for window displays, etc.

Children from St. Joseph's Orphonoge were guests of Famous Players Capitol, Fort William, Ontario, Conada, recently ot a screening of Buena-Vista's Wolt Disney's "20,000 Leagues Under The Seo." Needless to soy, some fine public relations were occomplished, as well as o nice break in the locol newspoper.

Posters In 23 States Aid "Not As A Stranger"

NEW YORK—A precedent-setting advance poster campaign spotting luminous 24-sheets for United Artists' "Not As A Stranger" on key highway billboards in 23 states from coast to coast was launched last week, it was announced by Francis M. Winikus, national director of advertising, publicity, and exploitation for United Artists.

The teaser-type displays, inaugurating the combined use of Day-Glo ink and a special headlight-reflecting glass beading will beam news of Stanley Kramer's all-star production at night as well as by day.

Approximately 11,000,000 motorists and their passengers will be reached daily by more than 2,500 of the unique "Not As A Stranger" 24-sheets strategically located on major traffic arteries in California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Louisiana, Massachusetts, Missouri, Michigan, Nebraska, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Washington, and Wisconsin.

The advance 24-sheet campaign heralding Kramer's screen version of the best-seller by Morton Thompson represents an outlay of almost $50,000. The overall promotion for "Not As A Stranger" is being backed by an all-time UA record budget of $1,200,000.

Time Tieup Aids "Leagues"

FORT WILLIAM, ONTARIO, CANADA—Famous Players Capitol recently obtained a three columns by 12 inches co-op ad with local distributors of Timex waterproof watches on "20,000 Leagues Under The Sea."

To make sure of reader interest, tied in with the ad was the giveaway of a Timex watch to the person guessing the nearest to the total number of people who saw the film at the theatre. Contest blanks could be picked up at the four dealers.

This ad afforded the Capitol off the amusement page ad space.

HOTTEST and original NEW IDEA

IN THE LAST 25 YEARS

... coming to you

as usual from the

INDUSTRY'S MOST

Theatre-Wise" WEEKLY!

Watch for issue of July 6

MOTION PICTURE

$HOWM
$WEEPS

JUDGING — 1955 • 1956 — COMMITTEE

EACH WEEK'S WINNER will be chosen by a majority vote of the following 12 outstanding executives in the field of Exhibitian. The Editorial Staff of the BETTER MANAGEMENT Department of M.P.E. will review all entries and narrow the selection to what they believe ta be the FIVE BEST of the particular week based an the time of arrival. These FIVE BEST will then be readied far publication and submitted ta the 12 members of the Judging Committee in tear-sheet farm, complete with an official post card ballot on which they will indicate their first, second and third choices. Cumulative totals will decide the winner. In the event of ties, duplicate prizes will be awarded.

Actual JUDGING COMMITTEE will be selected and announced just prior to the start of the contest on July 6th.

FOLLOW THESE

1. As this is a SHOWMANSHIP CONTEST, desig ward promotional effort that may result in increa admissions, a particular picture or series of picture *be involved*. House policies, patron services, exploitat installatian of new equipment, civic cooperation, et admissible.

2. ECONOMY, ORIGINALITY and EFFECTIVEN lation to the size of the theatre, and to the size ar community, *will form the basis of judging*. Expensi tions, possible only under the large budgets af big runs, will be averaged downward in proportion usefulness in a large majority of situations.

3. ENTRIES should be typewritten in double spaci side of a normal letterhead size sheet af paper, su the various steps of the pramotional effort clearly a In all but exceptional cases, *200 words should suff* af the theatre, seating capacity, admission scale patronage, and name of owner ar manager reportin separately typed at top of page. If part of a theat this also should be indicated.

4. At least one ILLUSTRATION, either in the glassy photograph or advertising tearsheet, *must each entry* and will remain the property af the p Additional illustrations will be welcomed, and every be made to return them to the entrant in good order. the publication cannot accept responsibility for suc tions in the event that they become mislaid or dam

5. ADDRESS AND MAIL the complete entry, tog explanatory illustrations, *in one envelope* directed t

The ONLY Trade Paper that rewa

$5200.00 to Theatreme

XHIBITOR's weekly

AN$HIP TAKE$

$100.00 per week

ONE PRIZE for the ONE BEST promotional effort submitted!

fort with a BIG Weekly Cash Prize!

during the next 12 months

MPLE RULES:

HIP SWEEPSTAKES, MOTION PICTURE EXHIBITOR, 3 No. Clarion Street, Philadelphia 7, Penna. Every effort be made to have entries arrive on Monday of each for consideration in that week.

ACH WEEK will remain *a separate contest separately* l and without relationship to data published or consid- n preceding or following weeks. There is accordingly a element of luck involving the relative strength of com- entries in a particular week.

single "sudden death" prize of $100.00 plus the pub- awarded to the efforts of the best five entries each week, nsidered sufficiently important *to warrant the continuing of enterprising showmen.* At the year's end it is quite e that the 52 weekly winners may be re-analyzed and a best" entrant selected, to whom an impressive "jack-pot" will be awarded. More about this later!

LL THEATRES are eligible to enter, *whether roofed ve-in*, and whether or not the particular theatre is, or is regular subscriber to MOTION PICTURE EXHIBITOR. l experience prove its need, a separate monthly contest ive-in theatres only will be added.

LL SHOWMEN operating theatres anywhere *are eligible* er, although for obvious reasons of distance, language, perating methods, the U.S.A. and Canada will account rtually all entrants.

CONTESTS START with results as published in the of July 6, 1955,—covering entrants received by Noon nday, June 20.

Being FIRST

—is not new for this ruggedly independent THEATREMAN'S TRADE PAPER

FIRST • • • of all industry trade papers to concentrate on a true and complete coverage of all important *Local Territorial News.*

FIRST • • • of all industry trade papers to separate *Feature and Short Subject Reviews* from the general editorial contents, so they could be saved and filed for future reference use.

FIRST • • • *(and still the only)* industry trade paper to prepare an "overrun" of each review section—and make sets available to its subscribers as *Complete Back Film Seasons.*

FIRST • • • *(and still the only)* industry trade paper to specially prepare, print and warehouse for the orders of its subscribers nearly a score of time-saving and system-establishing *Theatre Operating Forms and Systems.*

FIRST • • • *(and still the only)* industry trade paper to specially prepare, print and distribute *free* to any theatreman requesting it the *all-on-one-sheet Booking Calendar.*

FIRST • • • *(and still the only)* industry trade paper to have an on-the-firing-line practical theatreman, experiencing with the reader every changing trend of theatre operation, as its *Publisher and Editorial Director.*

FIRST • • • *(and still the only)* industry trade paper to create *the inimitable Check-Up index* of all facts about every feature and short reviewed—including aspect ratio, available sound, one line review, tip on bidding, etc.

FIRST • • • *(and still the only)* industry trade paper to actually review *ALL Features and ALL Shorts,* whether domestic or foreign that are offered for booking to the nation's theatres.

FIRST • • • of all industry trade papers to introduce the *National Release Date Chart,* marshaling the releases of all companys by months

FIRST • • • *(and still the only)* industry trade paper to keep track of the prominent features for the first few months after their national release date, and through *The Tip-off on Business,* and its "little men", to report on the business they are doing.

FIRST • • • *(and still the only)* industry trade paper to prepare and publish the reliable *Check List of T-V Features,* enabling theatremen to avoid duplicating T-V bookings.

FIRST • • • of all industry trade papers to recognize the theatre importance of confection vending, and to devote a special *EXTRA PROFITS DEPARTMENT* to the design, maintenance, management and equipment for such facilities.

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Schimel Asks Deletion Of Treble Damages

WASHINGTON — Adolph Schimel, vice-president and general counsel, U-I, last week went before the House Judiciary Committee to seek Congressional action deleting the treble-damage provision governing private anti-trust suits, to end legalistic "prospecting for gold." He pointed out that judgments entered under the provision are unrelated to damage suffered. In the case of one Kansas exhibitor, the award represented the "potential earnings of several lifetimes . . . of that theatre"; in another, jurors were not advised of treble damages until after delivering a verdict for the plaintiff.

Schimel added that the film industry has had more experience than any other with such actions, and that a large percentage of increased filings involved the studios. Of 261 cases in 1952, 94 named picture companies as defendants, and in 1953, 70 were defendants out of 212 cases. As of last Feb. 24, U-I was being sued in 186 private civil suits, damages claimed being $382,700,000 in 163 of them. The U-I executive submitted that trade practices of long standing struck down by the Supreme Court had, on occasion, been upheld by FTC and circuit courts, and that only changes in economic theory and judicial construction resulted in their condemnation.

House members were advised that grounds of action in many cases dated back 20 years, the incentive to sue being the treble damages provision. Some lawyers have become specialists in the field on a contingent fee basis and, Schimel added, the court now allows the plaintiff to use the earnings of the defendant as the yardsick for damages. Speaking in the capacity of chairman, MPAA law committee, he proposed a discretionary provision replace the mandatory one, on the basis that a judge should be able to decide fairly when treble damages are warranted and when they are highly inconsequential under the anti-trust laws.

IFE Names Poe

NEW YORK—In a series of steps designed to strengthen the representation of Italian motion pictures in the American market, the board of Italian Films Export in Rome last week approved recommendations brought before it by its managing director, Renato Gualino.

Designation of Seymour Poe, well-known U.S. distribution executive and producers' representative, as new executive vice-president, IFE; election of E. R. Zorgniotti to the post of chairman of the board; establishment of a new company exclusively devoted to the development of Italo-American co-productions; and arrangement of talent deals, TV packaging and sales, and producer representation under the direction of Zorgniotti and Ralph Serpe, were the highlights of the board's actions.

The revised set-up of IFE Releasing executives is chairman of the board, Zorgniotti; president, Gualino; executive vice-president, Poe; vice-president in charge of sales, Bernard Jacon; vice-president in charge of advertising, publicity, and exploitation, Jonas Rosenfield, Jr.

"Love Me Or Leave Me"

Producer Joe Pasternak and director Charles Vidor, with the aid of CinemaScope, the brilliant Doris Day, and James Cagney, have come up with an MGM musical drama that should prove one of the year's best pictures—not only in entertainment, but at the boxoffice. You won't soon forget Cagney as the tough guy who wanted to make the "big time." Cameron Mitchell does a splendid job in support. This should be sure-fire at any theatre.

—JAY EMANUEL

Pulitzer Prize Urged For Screen Writers

BURBANK, CAL.—A Pulitzer Prize for motion picture writers was advocated by Jack L. Warner, production head, Warners, in a letter last week to John H. Hohenberg, secretary, Advisory Board on Pulitzer Prizes, headquartered at Columbia University.

Basing his suggestion upon the fact that motion picture writing is an art which reaches a vastly wider public than any other form of creative writing, the film executive said it was inspired by the fact that many Pulitzer Prize Winners could not have won the coveted awards had their works been created specifically for the screen, and cited William Faulkner and Ernest Hemingway as examples.

"Regardless of the calibre of their writing," Warner stated, "they could not have received Pulizer Prizes for screen works. There is no provision by the Advisory Committee on Pulitzer Prizes to give an award to a motion picture."

Warner said it was understandable that when the original Pulitzer Prizes were established 42 years ago motion pictures might not have been considered of sufficient stature to warrant an award. "But since that time," he stated, "they have grown to the point where they are one of the biggest international media of communication and entertainment."

The film executive stated he spoke only for Warners but voiced his conviction that other major studios and producers shared his belief there should be a Pulitzer Prize for the writer of a motion picture.

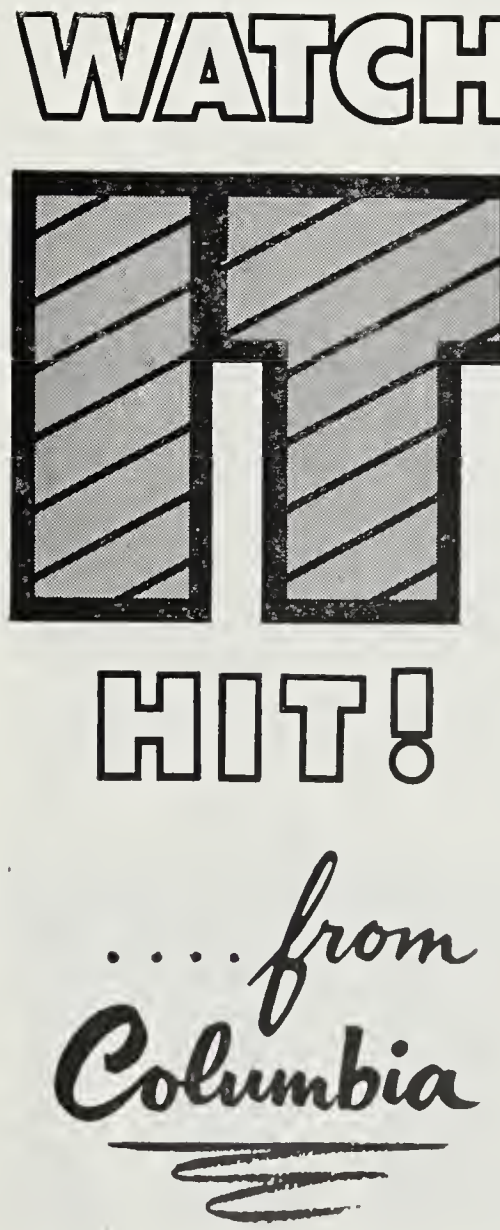
Donald O'Connor was guest of honor at a recent cocktail party given for him in the Sun Room of the U-I studio by his co-workers in celebration of his 14 years' association with the studio. Seen with O'Connor, left to right, are Alfred E. Daff, executive vice-president; Nate J. Blumberg, chairman of the board; and Ed Muhl, vice-president in charge of production.

Legion Rap At PCA May Tighten Code

HOLLYWOOD—High on the agenda of Eric Johnston, Motion Picture Association of America president, when he arrived from Washington last week, was the serious industry problem created by the recent attack in New York on Production Code Administration ethics by the Rev. Thomas F. Little, executive secretary, National Legion of Decency.

Johnston was expected to meet with Geoffrey Shurlock, PCA administrator; Y. Frank Freeman, board chairman of American Motion Picture Producers, of which Johnston is president; and with other film executives and producers. It was unknown to what extent Father Little's criticism would result in PCA tightening up on films, but feeling here was that this was a poor time to involve the industry in the displeasure of the Legion and the Church. Shurlock did not comment on the recent denunciation in New York.

Discussing Father Little's remarks in the New York Times, Freeman and MGM studio head Dore Schary, speaking as individuals, contended that the Legion executive ignored the good being done by producers. Freeman asserted that the Code was well administered by Shurlock, and that Father Little should have pointed out the specific "weaknesses" to which he objected so that they could be avoided. Schary said the entire industry should not be blamed for a few Legion-condemned pictures which might deserve anything that happened to them, and of which the industry as a whole might not approve.



Paramount Readies For Stockholder Meet

NEW YORK—It was learned last fortnight that Paramount's management has recommended against the proposal to be made by minority stockholder John Campbell Henry at the annual meeting on June 7 calling for the election of auditors by stockholders and providing that representative of the firm selected be present at the annual meeting to answer inquiries. Henry is record holder of 100 shares, according to the proxy statement enclosed with the notice of the meeting.

Management maintains that auditors have already been appointed by stockholders through their elected representatives, the directors, and that it is necessary the board have freedom to change auditors or engage them for special purposes. The policy of having a member of the auditing firm present at stockholder meetings will be continued.

The proxy statement reports that the officers and directors of Paramount received a total of $811,400 in remuneration in 1954. Individual amounts included Barney Balaban, $124,800, including $20,800 expense allowance; Y. Frank Freeman, $130,000; the late Austin C. Keough, $91,000; Paul Raibourn, $46,800, including $7800 expenses; Edwin L. Weisl, $5,000; George Weltner, $64,800, including $5,150 expenses; and Adolph Zukor, $78,000.

The present board of 12 directors will be nominated for reelection at the annual meeting, as follows, Balaban, Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl I. McClintock, Maurice Newton, Raibourn, Weisl Weltner, and Zukor.

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COLUMBIA
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IT!

Samuel G. Engel, with glasses, veteran 20th-Fox producer, recently took over the gavel as new president of the Screen Producers Guild from retiring president Arthur Freed, following the annual SPG board elections at 20th-Fox.

Rowley Named By UA Circuit

NEW YORK—The appointment of Edward H. Rowley, Sr., president, Rowley United Theatres, Inc., Dallas, to the executive vice-presidency of United Artists Theatre Circuit, Inc., was announced recently by UATC president George P. Skouras.

Rowley's career began in 1916 when he and Harold B. Robb leased the San Antonio, Tex., opera house, which was the beginning of the Robb and Rowley circuit. Headed by Joseph M. Schenck, UATC acquired an interest in the circuit in 1937, and, following the death of Robb in 1944, the Paramount interest and the Robb family interest were bought out four years ago. After 1951 the corporate name was Rowley United Theatres, Inc., operating 145 theatres and drive-ins in Arkansas, Oklahoma, and Texas.

Rowley is also president, Rowley-Brown Broadcasting Company, operating KWFT and KWFT-TV, Wichita Falls, Tex., and a director of the Zonite Products Corp.

Weekly Movie Attendance Tops Any Sport's Annual Gate

NEW YORK—A pointed reminder to newspaper editors of the tremendous public interest in the movies, which cater to more people in a week than any major sport does in a year, is contained in the 43rd of the series of COMPO ads in Editor and Publisher which appeared recently.

Entitled "Want More Readers?" the ad was as follows, "We have just read some interesting figures in our newspaper. The story said that for the third straight year racing has led all sports in attendance figures, with a total of 50,408,584 paid admissions for the year. Major league baseball, said the story, had a paid attendance of 16,000,000, collegiate football 13,749,000, and bowling 17,000,000 participants. Far below these figures were the 2,190,000 total of paid admissions for pro football, and the 3,500,000 total for wrestling bouts. These, mind you, were all figures representing a whole year's attendance. Reading them, we just couldn't help thinking, 'Gee whiz! What's all the shooting for? The movies have 50,000,000 admissions every week!' Americans like to look at movies . . . and read about them too. End of today's sermon."

Montana Exhibitors Oppose "Unfair" Terms

BILLINGS, MONT.—At its spring convention last fortnight the Montana Theatres Association reelected C. E. Anderson president, and J. Grady, vice-president. A. Suckstorff was reinstated for the 16th consecutive year as secretary-treasurer, and A. F. Lamey was retained again as general counsel.

At a general discussion session, Anderson attacked the toll-TV proposal now pending before the Federal Communications Commission as "one of the greatest threats to our industry," and urged members to write to FCC expressing opposition to the plan. He also reported on the Film Financing Group to the effect that Montana state authorities are considering MTA's application to solicit stock purchases.

The convention passed a resolution opposing unfair film rental practices and terms now being imposed on Montana exhibitors. It also resolved to "take such further action as the officers feel necessary to inform the presidents of various distributing corporations of the attitude of this association." The same document pointed out that in some cases distributors have allocated 40 and 50 per cent terms to mediocre pictures, imposing thereby a financial burden on the exhibitors.

Clarence Golder, Civic Center Theatre, Great Falls, announced with thanks that TOA had untangled the first-run film problem there, having arranged for the Great Falls Air Force Base theatre to run films 14 days behind downtown houses. A. M. Lockrem, Circle, Circle, disclosed that his business attendance was being hurt by tavern owners showing current features on 16mm., in violation of Montana law. The matter was referred to counsel. E. M. Jackson, Laurel, Laurel, advised members that the newly-licensed Saskatchewan insurance company offering 20 per cent reduction in fire insurance rates, which would offer up to 50 per cent of approval from the Canadian government.

New directors named for MTA are Finas Lewis, Livingston; Frank Macler, Lewiston; Jack Holmes, Miles City; and Fowers, Missoula. Directors retained are N. M. Stubblefield, St. Ignatius; Jackson, Pletywood; Fred Arnst, Ft. Benton; Golder; and Chris Gorder, Poplar.

The fall meeting was set for September 28-29 at the Florence Hotel, Missoula. An MGM Theatre Workshop was held in conjunction with the convention.

Fight Telecast Disappoints

NEW YORK—Theatre Network Television reported last week that 83 theatres in 59 cities as far west as Denver presented the closed-circuit telecast of the Marciano-Cockell heavyweight championship fight of May 16 in San Francisco's Kezar Stadium, to an estimated audience of 280,000.

The International Boxing Club will realize nearly $200,000 from closed-circuit theatre receipts. A spokesman for RKO Theatres, which showed the bout in seven houses, said that the sale of tickets was "pretty good," while Stanley Warner officials stated that sales were "generally slow," but with sell outs in 11 spots.

In The Newsreels

IN ALL FIVE:

Austria: Nation hails freedom!

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 42) Germany: Russians move tank monument from West to East Berlin. Belgian Congo: Leopoldville prepares for King Baudouin's visit. Ellinor Village, Fla.: "Mrs. America." Argentina: Peron at labor rally. France: Bao Dai and wife on Riviera. Japan: Emperor Hirohito at fair. Hollywood, Cal.: Joan Crawford now Mrs. Alfred Steele. England: Royalty at soccer cup finals. Cypress Gardens, Fla.: Water ski champs.

NEWS OF THE DAY (Vol. XXVI, No. 276) U.S.A.: Inside the atomic submarine. Gettysburg, Pa.: Prseident Eisenhower's mother-in-law has birthday. St. Louis: Monkey business at zoo. Ellinor Village, Fla.: "Mrs. America." Germany: Kayak race. Ireland: Ireland vs. U.S.A. Golden Glovers.

PARAMOUNT NEWS (No. 79) Germany: Glass "instruments." Gettysburg, Pa.: President Eisenhower's mother-in-law has birthday. Washington: President Eisenhower presented with cerebral palsey scroll. Colorado Springs: Model of "air" academy. Ellinor Village, Fla.: "Mrs. America." Indianapolis: Speedway trials. Bloomington, Ind.: "Little 500" bike grind.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 674) San Francisco: Model United Nations. Colorado Springs: Model of "air" academy. Clintonville, Wis.: Super-tire vehicle unveiled. Argentina: Peron at labor rally. St. Louis: Monkey business at zoo. England: British vs. U.S.A. Golden Glovers. Cypress Gardens, Fla.: Water ski champs.

WARNER PATHE NEWS (Vol. 26, No. 81) Colorado Springs: Model of "air" academy. Marietta, Ga.: "Hercules" air freighter carries 20 tons. Gettysburg, Pa.: President Eisenhower's mother-in-law has birthday. Ellinor Village, Fla.: "Mrs. America." Italy: President takes office. Argentina: Peron at labor rally. St. Louis: Monkey business at zoo. Washington: Penn Crew wins eastern sprint on Potomac.

IN ALL FIVE:

France: Bonn Government of Germany formally taken into NATO Council.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 41) Washington: Four-power meeting and polio vaccine engage President Eisenhower. Germany: USSR's Marshal Zhukov speaks. Germany: "Torpedo" sets motorcycle records. Belgium: Sport cars Grand Prix. Hollywood, Cal., and New York City: "Daddy Long Legs" openings.

NEWS OF THE DAY (Vol. XXVI, No. 275) Washington: President Eisenhower discusses four-power meeting. Germany: USSR's Marshal Zhukov speaks. New York: U.S. medical help for Japanese A-bomb girls. New Jersey: Latest in luxury trains. Chicago: Burglars beware. Germany: "Torpedo" sets motorcycle records. Cypress Gardens, Fla.: Motorboat daredeviltry.

PARAMOUNT NEWS (No. 78) Austria: Agreement reached on independence treaty. Washington: President Eisenhower discusses four-power meeting. Hollywood, Fla.: Fashions for the outdoor girl. Washington: Prsident Eisenhower attends dedication of new Jewish Temple. Germany: "Torpedo" sets motorcycle records.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 673) Germany: Berlin today. Washington: President Eisenhower discusses four-power meeting. France: Girl chutist sets free fall record. New York: Costume jewelry.

WARNER PATHE NEWS (Vol. 26, No. 80) Germany: Berlin today. Saigon: Premier wins Viet Nam civil war. Tunis: Crowds protest home rule accord. England: Edinburgh gives church drive fast start. Independence, Mo.: Truman turns sod for his library. Washington: President Eisenhower opens cerebral palsy drive. Hollywood: John Wayne begins Legion poppy sale. Germany: "Torpedo" sets motorcycle records.

Ray Milland and Herbert J. Yates, president, Republic, display a plaque presented to Milland recently by the cast and crew of "The Hostage," starring Milland, Mary Murphy, and Ward Bond and marking Milland's debut as a director. To the right of Milland stand Jack E. Baker, Republic vice-president in charge of studio operations, and Miss Murphy. Others in the group are studio technicians, crew members, and Miss Murphy's dog. The plaque, in the shape of the State of Utah, where much of the film was shot on location, was presented as a token of Milland's personal popularity with his co-workers, whose names are inscribed upon it.

Maryland Exhibs Fight Tax

WASHINGTON—A decision was reached last fortnight at a joint meeting of the Metropolitan Theatre Owners of Washington and the Motion Picture Theatre Owners of Maryland to go to court to block collection of a two per cent sales tax passed by the Maryland legislature before adjournment. The announcement was made by A. Julian Brylawski.

Paramount Earnings Doubled

NEW YORK—Paramount reported last fortnight that estimated earnings for the first quarter of 1955, ended April 2, were $2,858,000 after allowance for income taxes, representing a $1.31 per share on 2,190,000 common shares outstanding. The figures more than doubled those for the comparable period last year. A dividend of 50 cents a share was voted by the directors, payable June 15 to holders of record May 26.

For the first quarter of 1954, earnings were $1,404,000, representing 63 cents a share on 2,217,044 common shares outstanding then.

NATIONAL LEGION OF DECENCY

May 19, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Albert, R.N." (UA); "Daddy Long Legs" (20th-Fox); "Devil Goddess" (Columbia); "The Great Adventure" (de Rochemont); "The Gun That Won The West" (Columbia); UNOBJECTIONABLE FOR ADULTS: "The Sea Shall Not Have Them" (UA); "To Paris With Love" (Continental); OBJECTIONABLE IN PART: "Ain't Misbehavin'" (U-I); "Foxfire" (U-I); "Mister Roberts" (Warners); "Mconfleet" (MGM); "Night Of The Hunter" (UA); "Not As A Stranger" (UA); "Sea Chase" (Warners); CONDEMNED: "Son Of Sinbad" (RKO).

NOTE: Leonardo da Vinci's "The Last Supper" (Eternal Films). The classification of this film has been changed from "morally unobjectionable for adults" to "morally unobjectionable for general patronage." Revisions made in the picture are deemed sufficient to warrant a change in classification. This classification is applicable only to prints shown in Continental U.S.A.

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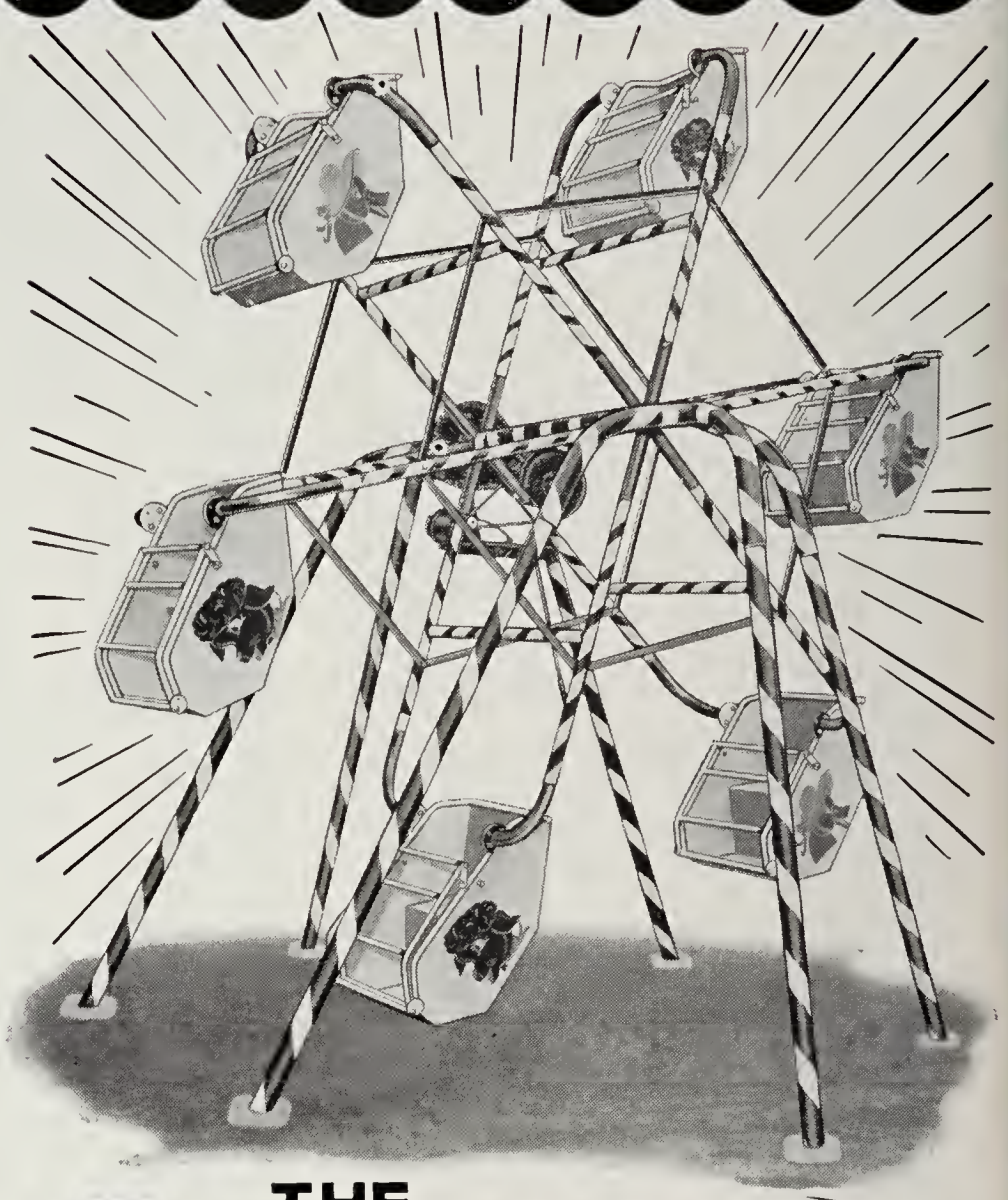

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ol. 10, No. 6 May 25, 1955

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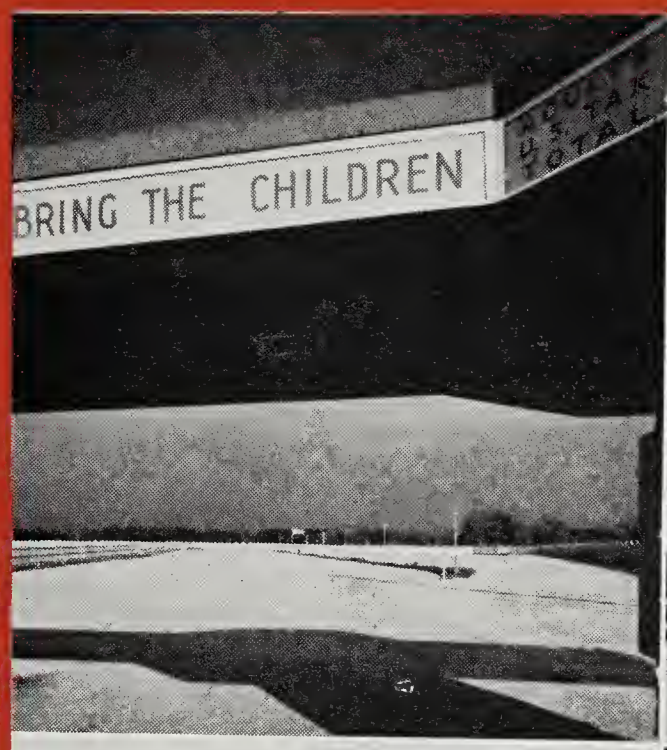

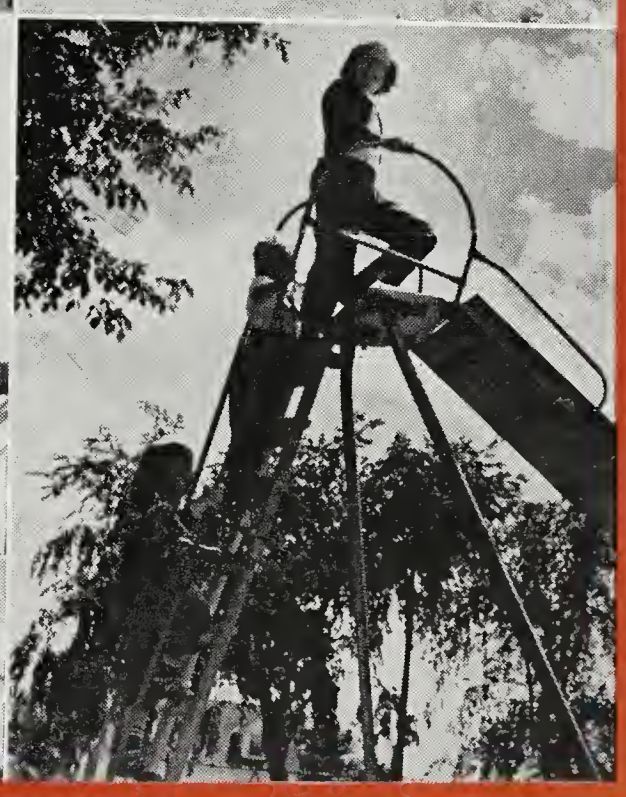

It is interesting to note thot os the drive-in form of film presentation continues to increase, the size ond number of playgrounds ot drive-ins keeps pace. Todoy's outdoor theatre supplies facilities from the simple swings and slides to mechonical rides thot compore favorably with mony omusement parks.

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LAYING IT

On The Line

Play For Play

An area set aside for playground facilities to entertain the children has become as much a part of the typical drive-in theatre as the screen tower or concession building. Outdoor theatre operators soon learned that it paid off to provide the ways and means for keeping Junior out of trouble, and give his parents a chance to relax and enjoy the evening out. The public appreciated this effort, and the fact that the drive-in not only offered them the opportunity to get out without going to the expense of hiring a baby sitter, but even furnished special equipment to keep the kids happy. Therefore, it can honestly be said that the playground has played a key role in erasing the "passion-pit" mental image that had been associated with drive-ins, and replacing it with the "family entertainment" label.

With almost 5,000 drive-ins currently in operation in this country, it is possible to visit theatres with playground facilities ranging from a simple swing and slide, to giant merry-go-rounds, mechanical trains and other devices usually associated with the amusement parks.

Many outdoor theatres today offer rides which are not free. Certainly in these days no exhibitor can afford to overlook any sensible and legitimate new source of revenue. However, the question of installing rides which will cost the parent money over and above his admission fee can be a delicate one. If there are no major amusement parks in the area, and there is enough space available to properly install such things as mechanical trains and other large pieces of equipment, it might be profitable to use the playground as a place where you pay to play. However, the average theatre operator should give this matter serious thought before making such a move. It should always be remembered that the playground's original purpose was to supply an extra inducement for adult patrons. It could very well be that these parents might resent the fact that in addition to the admission price, and what they will spend at the concession stand, they must also now spend money on rides in an area which they have come to look upon as a regular service offered free of charge.

Another factor that could possibly rub parents the wrong way in connection with charging for rides, is that the youngsters might spend the evening annoying Mom and Dad to let them take one more ride on the toy space ship, train, etc. If carried too far, parents might start limiting their visits to the drive-in, just as most of them do with amusement parks.

This question of charging for rides at a drive-in is a complex one, and although the circumstances may vary from area to area, the outdoor theatre operator would do well to consider the matter very carefully.

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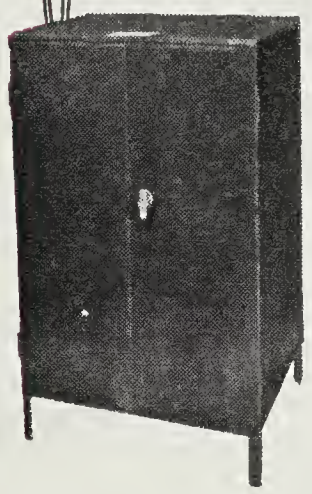

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PLAYGROUND OPERATION

PHYSICAL THEATRE

Vol. 10, No. 6 **May 25, 1955**

IN the eight drive-in theatres we operate, and the many on our planning boards, we of Walter Reade Theatres feel we are developing play centers to which the entire family comes for a full evening's entertainment. In planning these centers, we believe the big, free kiddie play area is a necessity.

Vital Function

Our organization has thousands of dollars invested in playground equipment in its theatres, and we consider this a vital part of our drive-in facilities. As a result of many years of experience in the field we are convinced that we must cater to the family trade, and one of the best ways to get this business is to make the theatre attractive to the youngsters. I wish to point out that these conclusions are the result of our own experience, and may not necessarily hold true with other drive-in operations in other parts of the country. In general, however, I do not believe the average exhibitor would go wrong in adopting these facilities which we offer without charge to our patrons, because they provide a great incentive for the entire family to come early. Obviously,

By EDWIN GAGE
Vice-President, Walter Reade Theatres

your concession should be open early also to take care of this plus business.

Location and Equipment

In our operations our play areas are located either at the foot of the screen, in the rear of the concession building or, if the roadside location lends itself so that the equipment itself can be seen by the passing automobiles, it is placed toward the roadside, but far enough back so that there is no traffic hazard. We average about 10 pieces of equipment per theatre, standard equipment, from our point of view, should include: swings with a capacity of about 10 youngsters; two or three see-saws; one or two slides; one or two of the Merry Whirl type of merry-go-rounds which are non-mechanical, and self-propelled (if the theatre can afford one of the flashy type with horses and a canopy, all the better); one or two sand boxes and a half dozen or more park benches so that the parents have a place to sit while the youngsters play.

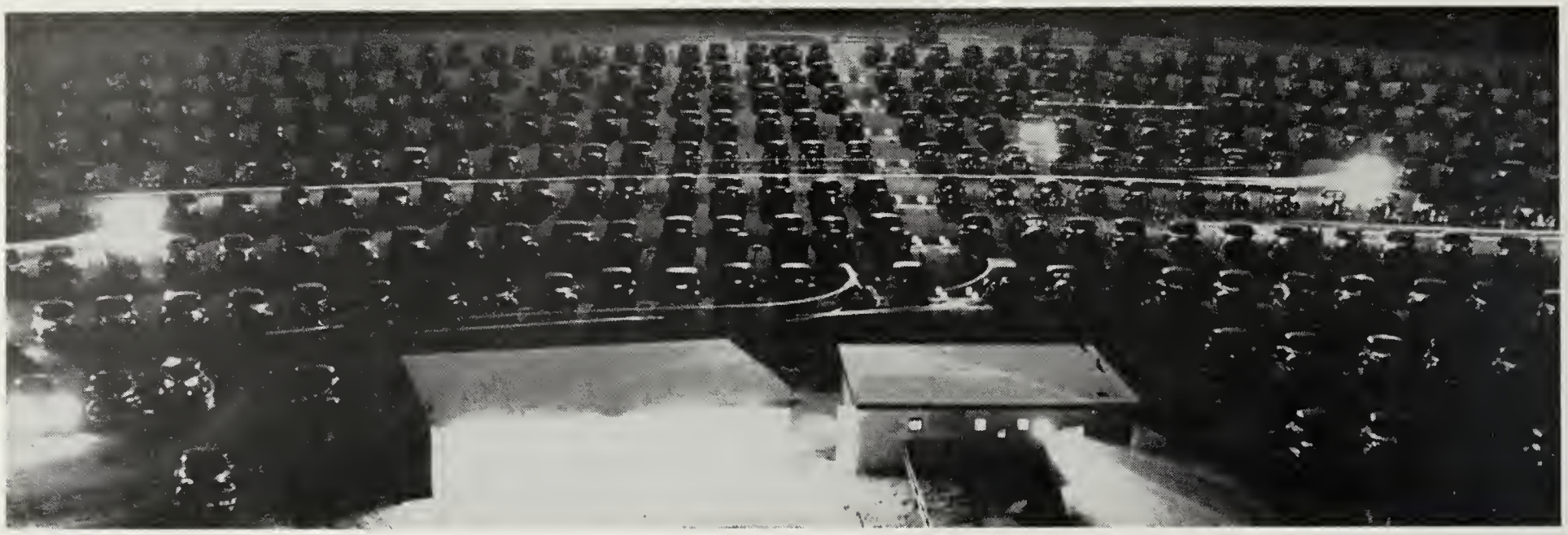
We have found that while it is more expensive to buy the heavy duty type of playground equipment, such as is found in public school yards and in public parks, the investment more than pays off in the end because, under heavy usage the light equipment such as would be purchased for a private home just will not stand up. There are several reliable firms in this field and it is a matter of preference as to which one the individual drive-in deals with. All, basically, are good.

Stationary Equipment

We have put some other stationary type of playgrounds equipment, such as jungle gyms, and pole swings in our theatres, and recommend them with *one* reservation. There is always a danger on this type of equipment that the youngsters will fall off, and that is a calculated risk the theatre has to take. However, in all

(*Continued on page PT-19*)

Colorful entrances to the drive-in playground, such as the Eatontown, Eatontown, N. Y. (above) attracts children. The use of such things as pony rides, such as at the Atlantic, Pleasantville, N. J., (below, left) and a well equipped play area, like the 9-W, Kingston, N. Y., (below, right) pays off.



THE NATION'S DRIVE-IN THEATRE AUDIENCES HAVE BEEN FOUND TO BE VERY RECEPTIVE TO MANY OF THE ON-THE-SCREEN ADVERTISING MESSAGES.

Some Of The Techniques Used To Produce

Outdoor Screen Advertising

THE continuing steady growth of the drive-in, both in business and expansion, has launched an entirely new aspect for theatre screen advertising and the drive-in owners. More and more drive-ins are now screening commercial films as part of their regular program.

Income Source

Screen advertising revenue is an income source on which the drive-in operator can definitely bank. He is paid by the film company at a rate determined by the value of the screen to the advertiser based on attendance and by the class of the theatre. The number of ads run by the drive-in during a week's performance is also an important revenue factor.

One of the most important features of modern theatre screen advertising is the fact that today's commercial films are actually entertaining and informative short subjects, employing Hollywood's finest techniques. Skilled directors with experience are making these commercials attractive and pleasing to the audiences. Professional models, animation, trick effects, and all the setting and background materials used by entertainment film producers, have found their place in commercial film advertising. New models of cars and appliances are effectively and excitingly introduced by film commercials. Food and kitchen product commercials suggest helpful recipes and household hints for today's modern housewife.

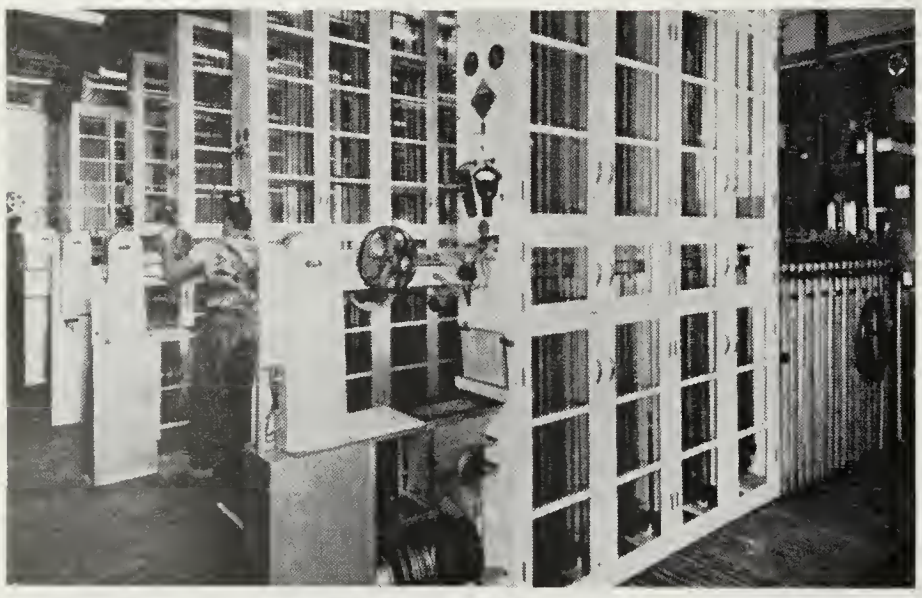
Different Categories

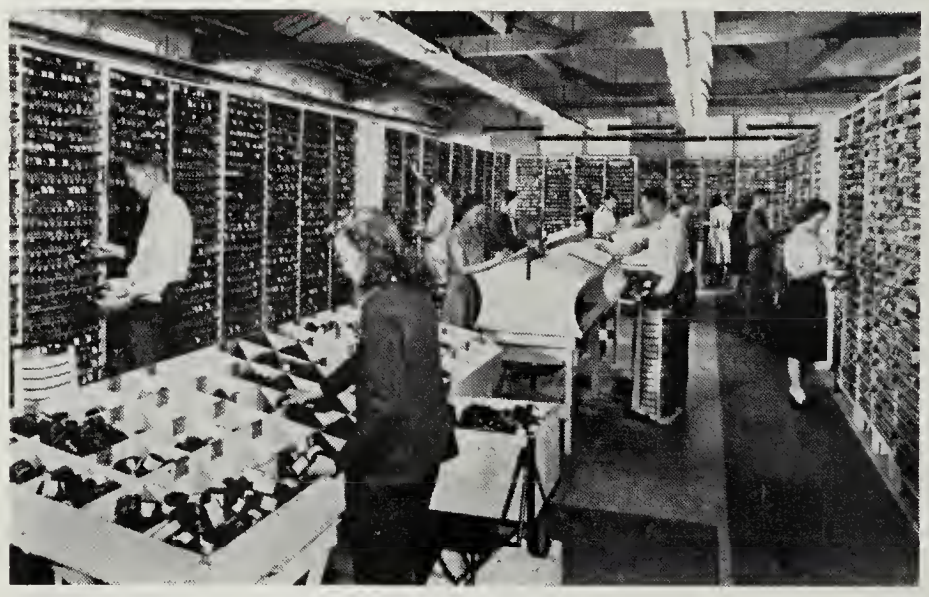
There are several different categories of theatre screen advertising which are offered to the theatre owner by the leading film companies. The most common is the ad for the local business firm in the theatre's community. It may be a drug-store, flower shop, garage, bank, lumber company or any one of some 50 different business lines for which ads are made. The film will be general and will advertise certain benefits to the customer by use of the businessman's product or service. An average ad of this type will run 40 seconds.

Another type of 40-second film is produced specifically for a large manufacturer's dealer organization. One of the largest of these programs handled by the film companies is the Seven-Up Company with developers all over the United States. Seven-Up makes a series of films each year featuring their famous "Fresh-Up" family theme. Last year over 50,000,000 people saw these films in theatres all across the country. Drive-in and other concessions carrying Seven-Up benefitted too—as an indirect result. The Seven-Up Company has been using film advertising for 17 years and recognizes the value of drive-ins as one of their most important audiences. More than 100 other national advertisers are using the theatre screen medium at the present time with more and more emphasis being put on drive-in advertising.

Still another form of ad which is popular with large manufacturers with mass distribution is the "Minute Movie." This 60-second film is used by a large national advertiser who supplies his product to dealers or retail outlets throughout the country. Chevrolet uses these ads on a big scale in the drive-ins. Also typical is Ethyl Corporation's use of the "Minute Movie" on more than 500 drive-in screens in their intensive 1953 ad campaign. Ethyl estimates they reached an audience of 3,350,000 in 1953. 1954 will mark the fourth consecutive year that Ethyl has used the drive-in campaign with very satisfying results. Other mass distribution "Minute

(*Continued on page PT-15*)





The firms which produce advertising films use all of the facilities of the Hollywood studios. The film in the laboratory (above left) is going through a drying process. Proper storage and routing of films (above right) is very important. Large departments are devoted to this phase of the operation.

Announcing

Availability of the New

STRONG

SINGLE PHASE SELENIUM PLATE RECTIFIER

Single- or Three-Phase Models Available

Developed especially to fill the need of drive-in theatres which require the most powerful projection arc lamps but to which three-phase current is not economically available. Fulfills all the requirements for efficient burning of 10mm. and 11mm. regular carbons and 10mm. Hitex carbons.

This new rectifier incorporates all the proven features of other Strong Selenium Plate-Rectifiers, such as moisture-proof selenium units, remote control relay, air-flow protective device, large fan ventilator and taps to provide adjustment to compensate for supply voltage variations through a range of 10% above or 10% below the rated A.C. input voltage throughout the output rating range. The selenium rectifier stacks carry a three-year guarantee.

Strong makes a complete line of selenium plate and tube type rectifiers for use with all carbon trims.

THE STRONG ELECTRIC CORPORATION

21 CITY PARK AVENUE — TOLEDO 2, OHIO

Please send free literature on Strong Rectifiers.

NAME .....

THEATRE .....

STREET .....

CITY and STATE .....

Interesting Additions To Your Drive-In Playground Equipment

Hand-Operated Locomotive

A backyard railroad which was recently introduced at the New York Toy Fair, soon will be made available to Kiddielands and playgrounds at drive-in theatres.

Called the "Yardbird," the basic toy includes a hand operated "locomotive" that will carry one or two youngsters around the 40 feet of circular track supplied with the set. The unit is manufactured by the Charles William Doepke Manufacturing Company, Cincinnati.

Originally designed for home-use, the "Yardbird" offers sturdiness, low price and easy assembly which makes it ideal for institutions where special amusement devices are necessary to entertain small-fry, four years old and older.

The track consists of two metal rails, eight inches apart and held together with wooden ties to form a circle 12 feet in diameter. The hand-car is made of heavy, 18 gauge steel and will easily bear the weight of adults, although it is a child's toy, the manufacturer claims. A hand crank turns the chain drive directly connecting all four rear wheels and will drive the car forward or backward.

In order to keep the price down, the manufacturer will supply rails, ties, and hand-car unassembled. Assembly of the complete unit is an easy morning's job for two men, it is claimed. Additional track is available in either curved or straight sections, and it will also be possible to purchase "flat-cars" which will couple onto the locomotive to carry additional passengers.

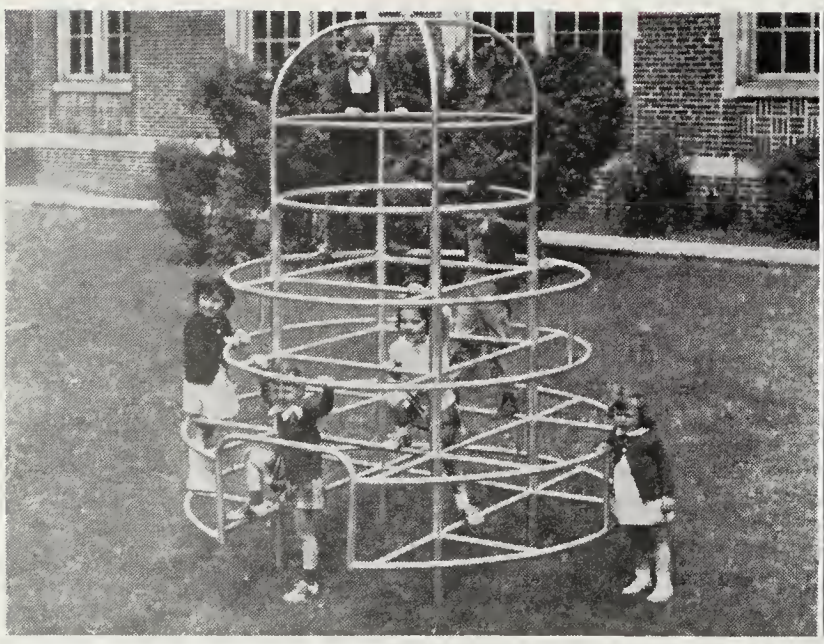
Miniature Carousel

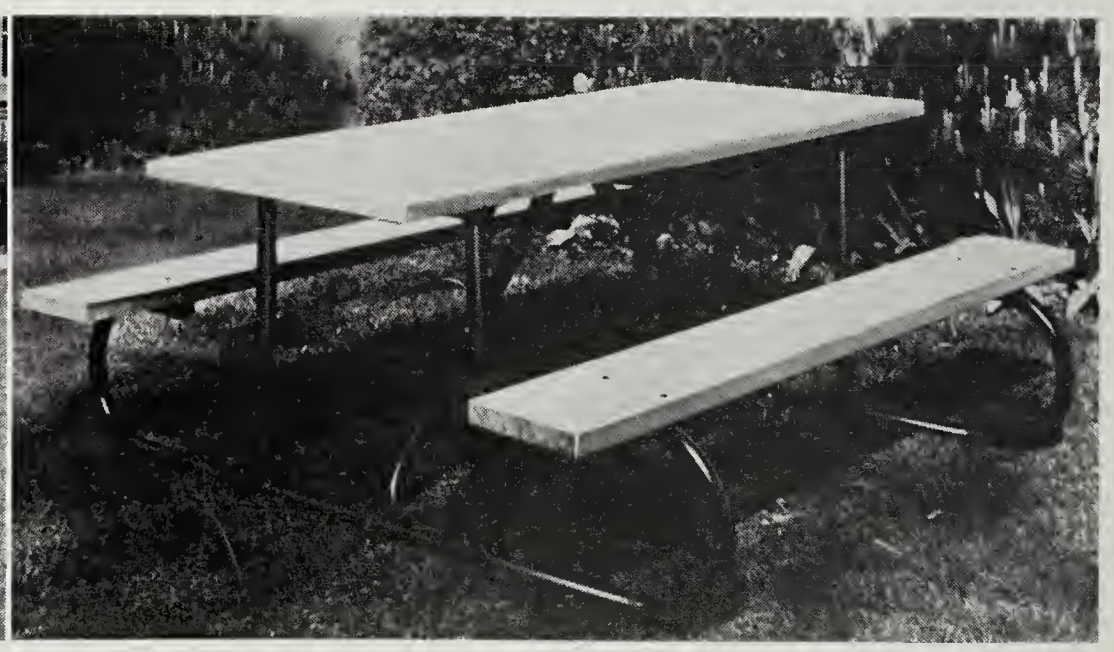
There is probably no other playground ride or device which has a wider appeal or popularity than the carousel, or merry-go-round. This type of ride is usually in such demand by the youngsters that there are very few drive-ins today that do not have some form of carousel in its playground area.

It is now possible to obtain a carousel which can be used as a sales promotion tool to sell soft drinks, popcorn, etc., in addition to entertaining the younger set.

The Bert Lane Company, Tampa, Fla., has developed a miniature carousel which can be towed to any site desired. Power to operate the revolving platform, the horses and the music is provided by an electric plant manufactured by the Kohler Company, Kohler, Wisc.

Instead of putting these carousels in the playground, it might be possible to install one or two of the units near the concession building, with signs advertising a certain brand of soft drink. A super market installed some of these units and made a deal with a beverage company which agreed to give a free ride for each sale of six bottles. It might be possible to work out a similar arrangement in a drive-in. Another good reason for keeping these carousels near the concession building is that parents often bring the youngsters with them when they come to make their purchases, and it might prove profitable to have these rides, which are not free, nearby. The fact that the ride is not too long will prevent any undue tieup at the concession area.





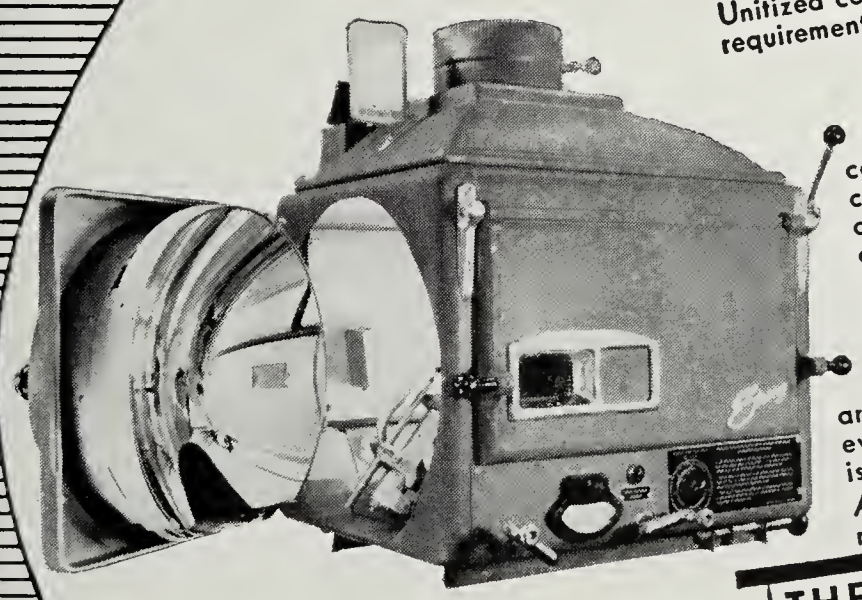
Pictured here are two playground items from Game-Time, Inc., Litchfield, Mich. Seen (left) is the Mountain Climber. Child capacity is said to be doubled by the unit's design. It can be assembled in 10 minutes, and only four excavations and cement piers are needed instead of the usual 18. Seen on the (right) is a handy picnic table. It will comfortably seat eight persons, it is claimed. The frames are formed from 1⅝ inch O.D. heavy steel tubing, electric welded for strength, and bolted to seats. The one-piece top bolts to angle irons and may be knocked down very quickly.

The *Strong* 18" f/1.7 Reflector Super "135" for theatres with f/1.8, f/1.7 or f/1.5 objective systems and projectors cleared for these high speed optical systems.
Also available with 16-1/2" f/1.9 reflectors.

Shown is installation of Strong Super "135" lamps at the Miracle Mile Drive-In, Toledo, Ohio. Installation by Theatre Equipment Co., Toledo, Ohio.

MOST POWERFUL OF ALL PROJECTION LAMPS

PROVED BY IMPARTIAL FOOT-CANDLE-METER TESTS



Unitized component design. Quick, simple changes attain the correct light requirement for any of the new presentation techniques, even two or more on the same program. Burn a choice of four different carbon trims; 9, 10, or 11mm regular trim, and 10mm Hitex in a total of seven separate manners to attain any desired degree of cost of operation, screen illumination, or burning time. A single control selects any desired amperage. NEW, long life positive carbon contact. NEW ventilated reflector frame, insures cool operation of reflector and rear section of the lamp even at extreme angles of projection.

NEW Strong Infra Ban Beam Cooler blower fan. New removable filter holder.

Exclusive Lightronic crater-positioning system automatically maintains the correct arc gap length and correct position of the positive arc crater at the EXACT focal point of the reflector. A perfect light, evenly distributed, of constant intensity and unchanging color value, is maintained at the screen without manual adjustments.

A jet of air stabilizes the burning arc and prevents deposit of soot on reflector.

When the lamps are **STRONG** *the picture is bright!*

THE STRONG ELECTRIC CORPORATION

"The World's Largest Manufacturer of Projection Arc Lamps"

21 City Park Avenue • Toledo 2, Ohio

Please send free literature on Strong projection lamps.

NAME_____

THEATRE_____

STREET_____

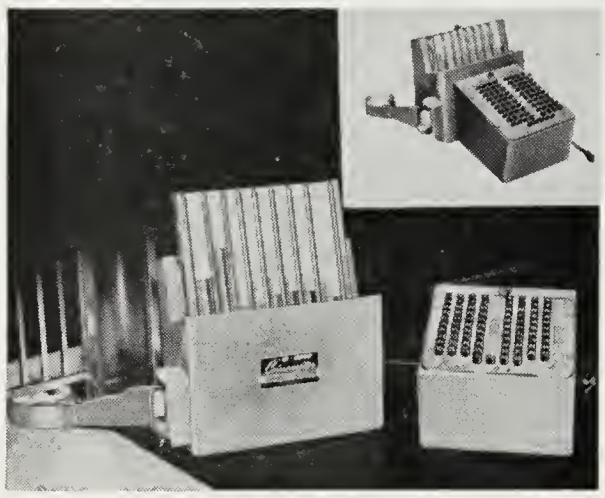
CITY & STATE_____

NEW PRODUCTS
. . . that have theatre interest

Electric Coin Changer

What is said to be the first practical coin changer and payer ever to incorporate all-electric operation, was recently introduced by Coinometer Corporation.

Known as the Coinometer "400" series, these new machines have the keyboard unit and coin ejector independent of each other. Therefore, it is claimed, it is no longer necessary for a specific area on top of the counter to be reserved for the coin-changer. The keyboard may be placed in a drawer or in some other location that is especially convenient for the cashier, while the compact ejector unit can be placed where it is most convenient for the customer.



This coin changer and payer is said to be the first one to operate completely on electricity. The keyboard and coin ejector may be separated.

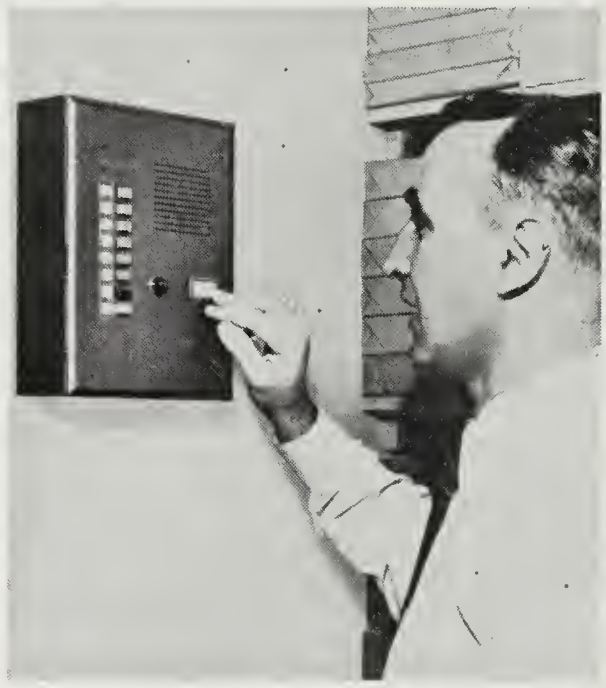
The new machine has a 104 key control board that is said to enable cashiers to handle any conceivable coin-changing task by depressing a single key. Some of the other features to be found in the "400" series include smooth and quiet action, since solenoids are used instead of motors; built-in safeguards that automatically prevent incorrect coin delivery; and increased capacity, since the electric power can accommodate higher coin trays and more coins.

Wall-Mounted Intercom System

Wall-mounted master stations and economical "single amplifier" operation are among several of the features claimed for the new "6000" electronic Intercom System recently introduced by Executone, Inc.

Master stations in this new system are available in cabinets for desk or table use, and in special wall-mounted housings designed to conserve space in such places as offices, projection booths, concession buildings, and other key locations.

The central amplifier, said to draw only as much current as a 30-watt bulb, is the only unit in the system that requires an electrical power outlet. Stations may be installed and full communication provided between as many as six master stations, even in locations where no electrical power outlets are available, it is claimed.

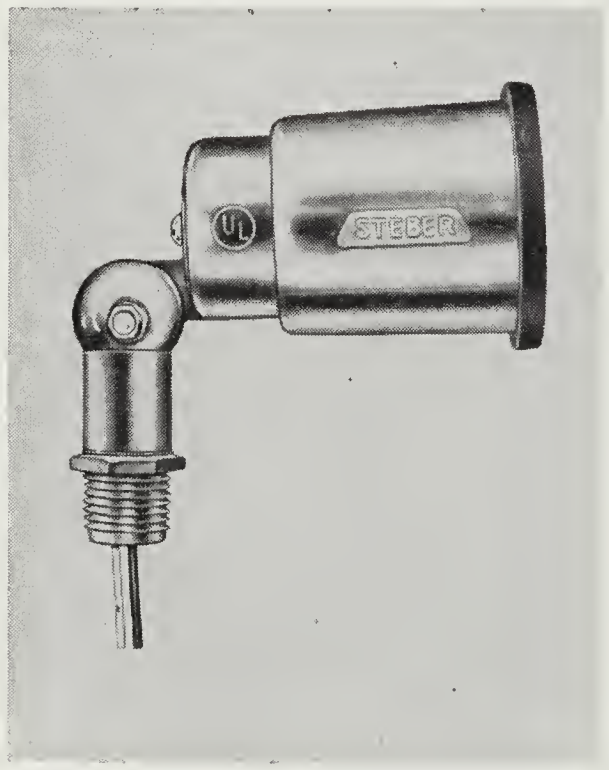


Large theatres and drive-ins may be interested in this intercom system which can be mounted on a wall. A small amount of electricity is required.

The master stations of the wall-mounted type are available in two models: flush-mount for recessing flush with the wall where remodeling or new construction is contemplated, and surface-mount for simple installation on existing walls. Face plate of the flush-mounted models is eight-and-a-half inches wide and 11 inches high; wall box is seven-and-a-half inches, 10 inches high and three inches deep. Surface-mount models are eight-and-a-half inches wide, 11 inches high and three inches deep.

Chrome Plated Lampholder

The Steber Manufacturing Company recently announced an addition to its Steberlite line. The new unit S-500—is designed to accommodate medium base sealed beam PAR-38 and R-40 lamps, such as those used to light the theatre front and other areas of indoor and outdoor theatres.



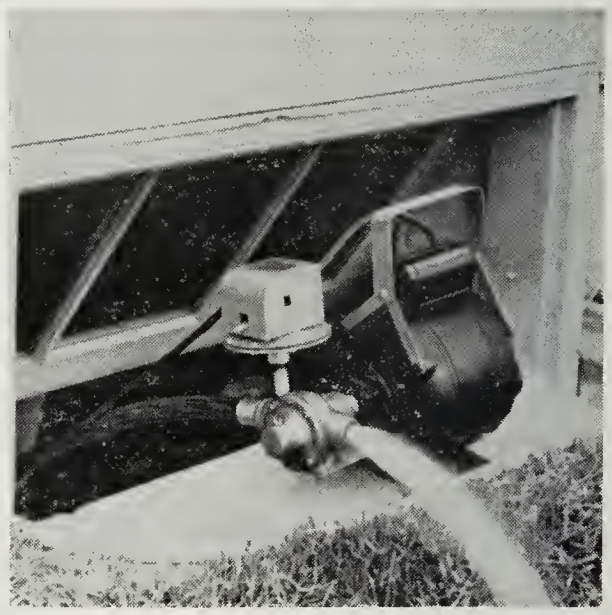
Designed to hold medium base reflector and projector lamps, this chrome-plated lampholder is suitable for use in indoor and outdoor theatres.

The socket housing, articulated adjusting joint, and mounting arm (threaded one-half inch) are triple chrome plated. Each unit is furnished with a black "Hycar" rubber lamp gasket and is equipped with high-grade porcelain socket, factory wired with weather-proof leads.

Portable Pump

One of the problems which often faces the operator of indoor, and particularly drive-in theatres, is water seeping into basements and storage buildings. To cope with the problem. Hypro Engineering, Inc., is marketing a lightweight portable pump equipped with a vacuum switch that automatically stops the motor when the liquid supply runs dry, permitting untended operation.

The capacity of this pump is said to be five gallons per minute, with pressures up to 30 pounds, and it handles clean or dirty water with a minimum of clogging. The unit weighs 26 pounds, including motor, hinged carrying handle, and vacuum switch.



This lightweight portable pump may be used to keep basements and storage areas dry. The pump capacity is said to be five gallons per minute.

The motor is one-quarter horse power, 110-volt, heavy-duty capacitor type with manual reset overload protector and five foot cord.

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS.....
.....
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.....

ISSUE OF MAY 25

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WITHOUT CHARGE OR OBLIGATION PLEASE SEND ADDITIONAL INFORMATION ON ABOVE ITEMS

NAME.....
THEATRE.....
ADDRESS.....
CITY, STATE.....

MOTION PICTURE EXHIBITOR
246-48 N. CLARION ST., PHILADELPHIA 7, PA

WITH

NATIONAL Projector Carbons

TRADE-MARK

• Delivering sharp, bright pictures to the giant screens of drive-in theatres is a problem — even with the finest projection equipment. But there's a way you can meet this challenge of greater screen areas and longer projection throws.

First, make sure that every component in your projection system is maintained in perfect working order. Second, be certain that your lamps are trimmed with "National" carbons — so small a part of your operating cost . . . so large a part of picture quality.

Always order your "National" projector carbons by number from the popular line listed below:

"NATIONAL" CARBONS FOR DRIVE-IN THEATRES

Positive Carbon	*Catalog Number*
9mm x 17½" H. I. Projector Positive	L 0100
9mm x 20" H. I. Projector Positive	L 0103
10mm x 20" H. I. Projector Positive	L 0106
10mm x 20" "Hitex" Super H. I. Positive	L 0170
11mm x 20" H. I. Projector Positive	L 0109
13.6mm x 22" H. I. Projector Positive	L 0115
13.6mm x 22" "Hitex" Super H. I. Positive	L 0175

THE PICTURE IS LIGHT.
Give It All You Can With
"NATIONAL" CARBONS

The terms "National" and "Hitex" are registered trade-marks of Union Carbide and Carbon Corporation

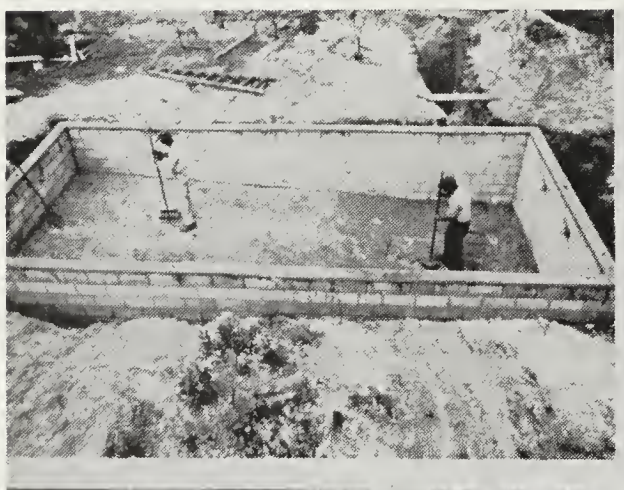
NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation
30 East 42nd Street, New York 17, N. Y.

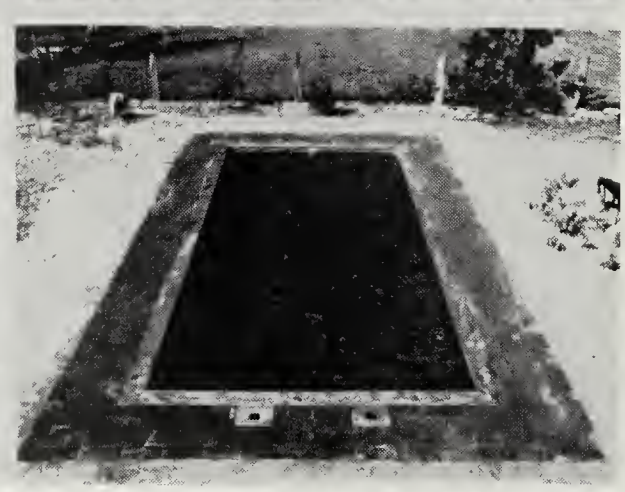
Sales Offices: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco

In Canada: Union Carbide Canada Limited, Toronto

The selected site is excavated to the proper pool dimensions (upper left), a concrete footing at the base of the side walls is then poured (upper right). Level courses of concrete block are built up, working from the corners (lower left). Boards are then bolted to top wall to hold liner (lower right).

Building A Low Cost Swimming Pool





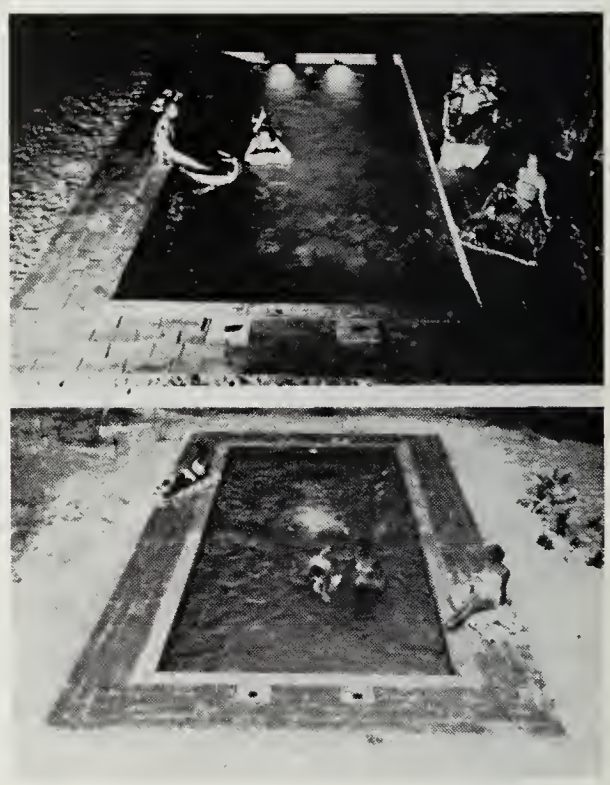
The loose earth floor is tamped and sloped (upper left) and backfill around the concrete walls completes the frame (upper right). Pipes are put in liner (lower left) and splash wall built (lower right).

THE trend toward the use of swimming pools in drive-in theatres continues to grow. This seems to be a natural development since the outdoor theatre is offering the public more and more entertainment and recreational facilities with each passing year.

Of course, only the very large drive-ins, near large population centers, will probably find it profitable to build full-sized swimming pools, with all of the lockers, dressing facilities and other things called for by law in order to operate a community size swimming pool. However, there is no reason why the medium and small drive-in cannot install low-cost pools designed to keep the youngsters happy.

Low-cost, excavated swimming pools that may be built by the exhibitor, or a contractor, are now available using the Bilnor pool liner distributed by the Lin-O-Plast Corporation, Brooklyn, N. Y.

These pools use strong, durable liners of Krene plastic for simplified watertight construction and easy maintenance. The liner can be left in the pool all year, according to the manufacturer. A wall support of cement blocks, or other low-cost construction can be used. The design



The design includes provision to light the pool underwater (top), and a wide deck around the pool provides facilities for lounging (bottom).

also includes provisions to light the pool underwater for night swimming.

The liner prevents water seepage through porous concrete and eliminates the cost of an expensive pool floor and costly annual reconditioning. Four sidewalls of concrete block construction resting on a poured concrete footing buttress the pool excavation and support the flexible liner. Planks at the pool's edge hold the liner in place on top of the walls. A wide deck around the pool provides room for lounging and sunbathing, and prevents splashed water from muddying the ground.

Underwater lights for night swimming shine through panels of clear Krene plastic sealed into the ends of the liner.

After selecting the best site, it is excavated to the required pool dimensions, including the supporting wall thickness. The lightweight liners are produced in three standard pool sizes. The smallest, 12 feet wide by 27 feet long is graduated

(Continued on page PT-17)

Aluminum Diving Board From American

ANDERSON, IND.—The exclusive international distributorship for the Lifetime aluminum diving board, designed and developed by national diving champion Jim Patterson, has been acquired by the American Playground Device Company, it was announced by company treasurer Ralph Williams.

Said to be one of the best diving boards ever designed, the extruded section, which is the principal component of the Lifetime board, was produced by the Reynolds Aluminum Company specifically for diving board construction, according to Williams. All parts of the board are made from heat-treated aluminum.

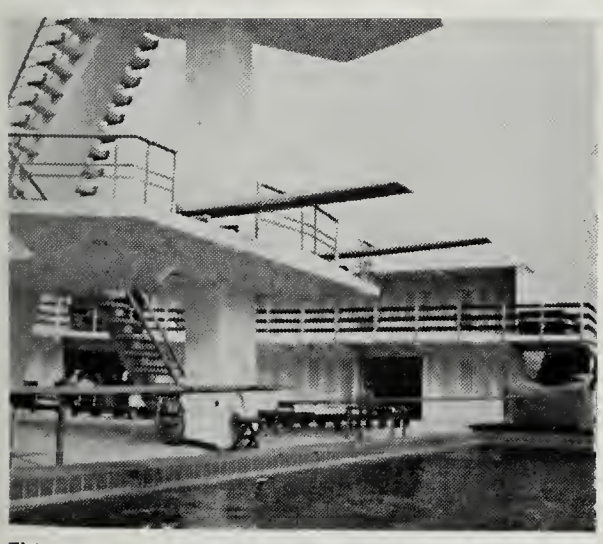
Design and construction are the same as those established by the aircraft industry as the best method of joining aluminum parts into a strong, light and flexible structure. All parts are assembled into an integral whole which flexes as one unit, William said, to insure proper distribution of loads.

The safety and assurance of the diver, which would be of prime importance to a drive-in operator thinking of using this board at his swimming pool, were given top priority. The top of the board comes equipped with a safety tread the full 18-inch width of the board. The board has no protruding parts or sharp edges on the surface, sides, or tip end, it is claimed.

Torque, or the twisting action at the tip of the board when the diver lands off-center, Williams explained, is held to a minimum. Torque is less than two degrees on an off-center impact of 400 pounds. This means that no matter where the diver lands on the end of the board, he has a stable platform for his take-off.

The Lifetime aluminum diving board is said to be simple and economical to maintain. It is completely anodized to protect its finish against salt water and corrosion. The non-skid safety tread is of a type that can be easily and inexpensively renewed by any maintenance man. The lightweight of the aluminum board (118 pounds) makes it easy to handle and install.

In addition to selling the new Jim Patterson diving board, Williams also announced that American would continue to manufacture its wooden diving boards using the finest Douglas fir, since many customers find that through proper use and maintenance they can get full value of the wooden boards.



This new aluminum diving board is lightweight, safe, and easy to handle and install at pools.

There's big potential in the little patron—and it's child's play for you to cash in!

Whether you have a hundred square feet of land or a thousand, National Theatre Supply has playground equipment that'll bring a barrel of fun to youngsters—and a barrel of profits to you! Swings! . . . Climb-A-Rounds! . . . See-Saws! . . . Slides! . . . Merry-Go-Rounds! They're colorful, safe, *irresistible*—and for the exhibitor who builds as he grows, their cost is remarkably low! And remember, by attracting children—you're attracting their *parents,* as well!

So if you're eager to convert a few square feet into a nice round profit, act *now*—for this is the big playground season! Get all the information on National Theatre Supply's playground equipment today!

Your Guarantee

of Consistent Quality and Outstanding Service

N.T.S

29 Branches Coast-to-Coast

NATIONAL THEATRE SUPPLY

Altec Engineer Posthumously Honored

NEW LONDON, CONN.—The memory of Franklin C. Gilbert, chief engineer of Altec Service Corporation, has been signally honored by the U. S. Navy Underwater Sound Laboratories, here, through the dedication of Franklin C. Gilbert Road, principal thoroughfare on Fort Trumbull Reservation, recently.

The ceremonies, conducted by Captain Edward J. Fahy, U. S. Navy Commanding Officer and Director, included the unveiling of a plaque by Gilbert's widow. The commemoration took the form of a tribute to the supreme sacrifice made by the Altec chief engineer in action during the German submarine campaign waged by Germany off the New Jersey coast during World War II.

In addition to Captain Fahy, tribute was accorded Gilbert during speeches made by U. S. Senator Prescott C. Bush, Dr. John M. Ide, chief scientist of the Navy's Underwater Sound Laboratory; U. S. Congressman Horace Seely-Brown, Jr., Captain R. R. Williams, Officer of Naval Research; Dr. F. V. Hunt, Director of Cruft Labortory, Harvard University; Rear Admiral A. M. Morgan, U. S. Navy, and T. E. Shea, wartime director of the New London Laboratory (now a vice-president of Western Electric Company).

Paying eloquent tribute to Gilbert's sacrifice, Shea said in part: . . . "This spirit of dedication was characteristic of Franklin C. Gilbert. A well-remembered expression of his, which became almost the motto of U. S. Navy Underwater Sound Laboratory was: 'What are we waiting for.' Perhaps this sense of urgency led indirectly to his death."

On leave of absence from his company at the time, Gilbert, in company with E. S. Seeley, present Altec chief engineer, T. H. Carpenter, and other Altec technicians, was engaged in anti-submarine warfare research and development in behalf of apparatus for the detection and destruction of submarine raiders. His death came in a blimp while testing experimental detection gear off the Jersey coast.

American Playground Offering New General Catalog

ANDERSON, IND.—A new, fully illustrated 60-page catalog just released by American Playground Device Company shows the company's complete line of extra heavy duty playground, park-picnic and dressing room equipment, popular items of outdoor gymnasium, tennis and basketball equipment, bicycle racks, flagpoles, and a complete line of repair parts.

Illustrations of all equipment are shown, with comprehensive description, complete specifications, and detailed technical data with mechanical drawings of fittings and construction features.

A section is devoted to planning of playground areas to approved specifications, with suggestions for best utilization of ground space, safety considerations and proper installation. Concise information concerning number of workmen, hours of labor and materials required for installing various types of equipment is given in an easy-reference table.

FOR THE FINEST IN SOUND
at the Lowest Maintenance Cost

EPRAD in-the-car SPEAKERS

THE EPRAD STAR: An economical speaker that is unsurpassed in beauty and performance. Embodies many of the features of higher-priced models and gives sound of superior quality. Has a 3½" cone and large 1.47 oz. magnet. Fiberglas case with attractive molded-in colors. Fits most junction boxes. Small and compact. Will give trouble-free service.

$5.50 Per Speaker

"The Voice of the Drive-In"

ELECTRICAL PRODUCTS RESEARCH AND DEVELOPMENT COMPANY
eprad

1208 CHERRY ST. TOLEDO 4, OHIO

EPRAD UNIVERSAL: The world's best speaker. Sounds and works better and is easiest to service. Die-cast aluminum case. Per Speaker $7.60

EPRAD STEREO "2": A single Fiberglas case two-way speoker for stereophonic sound. Incorporotes a new concept of binaural sound. Per Speaker $12.00

EPRAD STEREO "3": The finest sound ever heard in a drive-in. Single case is slightly larger than regular speakers. Per Speaker $14.75

See your favorite Independent Theatre Supply Dealer or write direct, requesting full information and literature.

A MODEL FOR EVERY NEED — EVERY INSTALLATION

HERE IS A QUICK, EASY WAY TO GET FURTHER INFORMATION. JUST CHECK AND RETURN. NO OBLIGATION.

Cut Along Dotted Line

PROJECTION
.... Arc Lamps
.....Carbons
..... Carbon Savers
.....Changeovers
..... Film Cabinets
..... Film Magazines
.....Film Spicers
.....Generators
..... Lamp House and Porthole Blowers
..... Pedestals
.....Projectors
..... Projector Parts
..... Rectifiers
.....Screens
.....Screen Frames
..... 3-D Equipment
.....Theatre TV

SOUND
.....Amplifiers
.....Hearing Aids
.....Inter-Coms
..... Loud Speakers
..... Standard Sound Systems
.... Sterephonic Sound Systems
.....Sound Service

DRIVE-IN EQUIPMENT
.... Admission System
.....Boxoffice Equipment
.....Coiled and Straight Speaker Wires
.....Construction
.....In-Car Speaker
.....In-Car Heater
.....Insect and Weed Control
..... Point
.... Playground Equip.
..... Signs, Ramp and Directional
..... Screen Tower
.....Screen Surfacing and Paint
..... Seats (Walk in)
..... Underground Cable

MARQUEE and LOBBY EQUIPMENT
.... Boxoffice
..... Boxoffice Equipment
..... Display Frames
.... Marquee
..... Marquee Letters
.... Signs

AIR CONDITIONING and HEATING
..... Air Conditioning Systems
..... Air Diffusers
..... Blowers
..... Fans
..... Heating Systems
..... Humidifiers

CONSTRUCTION and DECORATION
..... Decoration
.....Front Remodeling
..... Insulation, Thermal and Acoustical
.....Interior Remodeling
..... Pre-Fab Arches
.....Theatre Architect and Builder
..... Roofing
.....Wall Covering

STAGE EQUIPMENT
.....Curtains
..... Curtain Controls and Track
..... Dimmers
..... Footlights
.....Stage Rigging
.....Spotlights
.....Switchboards

FURNISHINGS
.....Carpets
.....Carpet Padding
..... Crowd Control Equip.
..... Draperies
.....Light Fixtures
..... Rubber Mats
.....Seats
..... Seat Cushions
..... Seat Repair
.....Upholstering

SANITARY EQUIPMENT AND SUPPLIES
..... Carpet Cleaning Compounds
.....Deodorants and Disinfectants
.....Hand Dryers
.....Plumbing Fixtures
.....Rest Room Accessories
..... Vacuum Cleaners and Blowers

For additional information on products advertised in this issue, please check.

- ☐ **AMERICAN PLAYGROUND DEVICE CO.**, Playground Equipment
- ☐ **EPRAD**, In-Car Speakers
- ☐ **GAME-TIME, INC.**, Playground Equipment
- ☐ **IDEAL SEATING CO.**, Seating
- ☐ **INTERNATIONAL PROJECTOR CORP.**, Projection Equipment, In-Car Speakers
- ☐ **KOLLMORGEN OPTICAL CORP.**, Super-Snaplite Projection Lenses
- ☐ **NATIONAL CARBON CO.**, "National" Carbons
- ☐ **NATIONAL THEATRE SUPPLY**, In-car Speakers and Complete Indoor and Outdoor Theatre Supplies and Equipment
- ☐ **PROJECTION OPTICS CO.**, Anamorphic Lenses
- ☐ **RAYTONE SCREEN CORP.**, Screens, Lenses, Screen Paints
- ☐ **J. E. ROBIN, INC.**, Rectifiers, Motor-Generators, Screens and Projection Lenses
- ☐ **S.O.S. CINEMA SUPPLY CORP.**, Projection Lenses
- ☐ **STAR CINEMA SUPPLY CO.**, Simplex Mechanisms
- ☐ **STRONG ELECTRIC CORP.**, Projection Lamps and Rectifiers
- ☐ **WAGNER SIGN SERVICE, INC.**, Plastic, Aluminum, Glass and Luminous Letters, Attraction Panels
- ☐ **WILLIAMS SCREEN CO.**, All-purpose Silver Screens

Without charge or obligation, please send me additional information on above checked items.

NAME .....

THEATRE .....

ADDRESS .....

CITY, STATE .....

RETURN TO
MOTION PICTURE EXHIBITOR
246-48 N. Clarion St., Philadelphia 7, Pa.

Outdoor Screen Advertising

(*Continued from page PT-6*)

Movie" advertisers are Chiquita Banana and Kellogg's cereals.

Distribution

All film advertising is distributed by the various film companies after a representative has reached an agreement with the theatre on the rate to be paid for each ad unit. Most ads run for one week and all are complete units which are merely spliced right into the theatre's regular entertainment program. The film company agrees to pay the theatre owner a certain amount for each week of screening and ads are sold in conjunction with the theatre's guidance as to ad limit, etc.

A rigid shipping schedule to the theatre is maintained by the film company, and all film units are shipped to the theatre at least one week ahead of the scheduled screening time. Return postage is provided by the film company to facilitate the prompt return of the film after screening. Ease and convenience for the operator is of importance to the film company in assuring the advertiser that his films will be shown as scheduled.

Film advertising is popular with advertisers. The drive-in owner will find that by cementing good relations with the advertisers who are showing ads on his screen he will win many real friends who are in a position to help him by recommending his theatre, pictures that are playing, and in aiding him with promotions.

Trend Growing

The trend toward advertising on the drive-in screen is continually gaining in importance. Recently one of the world's largest advertising agencies prepared a special film for use in presenting the idea of drive-in screen advertising to their account executives, who in turn will use it as an effective means of selling the screen advertising medium to the company client's. Recognition such as this is giving the drive-ins a solid reputation for showing good advertising and will increase the owner's chances in further increasing screen ad revenue.

The Alexander Film Company, which is the world's largest producer and distributor of theatre screen advertising films, has been in the business for 36 years and was among the first to realize the advertising potential of the drive-in. At the present time their clients are increasing their demands for more drive-in space. Alexander has agreements with 2,500 drive-ins and estimate that 10,000,000 people a week see their ads in drive-ins with the figure increasing weekly.

Reliable Friend

Drive-in men will find that the film advertising salesman from a well established firm is a reliable friend who is sincerely interested in the theatre's welfare. He is ready and willing to help. Most advertising film salesmen have worked in the motion picture business a long time and are highly trained in theatre procedure. At the Alexander Film Company, the salesman is considered an "Ambassador of Goodwill" wherever he goes. He is always telling his prospects about the merits of the theatre in which he sells service.

Advertisers are realizing that the

(*Continued on page PT-18*)

"Barney" Sholtz Joins Norpat As Sales Vice-President

NEW YORK—M. D. "Doc" Faige, managing director of Norpat Sales, Inc., theatre equipment dealers in New York, New Jersey, and Connecticut, announced that at the last meeting of the board, new stockholder Bernard Sholtz was elected vice-president in charge of sales.

Faige said, "Better known as 'Barney,' to thousands of exhibitors throughout the U.S.A., he will be a great asset to us in this area where he is known, loved and respected for his straight-forward and understanding dealing with exhibitors for almost 35 years. After years of experience in the film marts, Barney became known as 'Mr. RCA' during the past 25 years with that company."

BARNEY SHOLTZ

More and more Drive-Ins are demanding these fine lenses. The Super Snaplites are guaranteed to give you Sharper Pictures, More Light on the Screen, Greater Contrast, and Greater Definition...and this under the most trying outdoor operating conditions. Actually 7 out of 10 new Drive-Ins install Super Snaplite Lenses...and more and more established Drive-Ins are turning to Super Snaplites. Ask for Bulletin No. 212, it gives you complete information on these lenses.

KOLLMORGEN Optical CORPORATION

Plant:
347 King St.,
Northampton, Massachusetts

New York Office: 30 Church Street, New York 7, N. Y.

CHECK-LIST for the BEST* SCREEN

*RAYTONE HILUX, of course!

NEW FORMULA. Now a newly developed surface with greatly improved side lighting. Raytone Hilux, means *even* light distribution.

SEAMLESS CONSTRUCTION, is guaranteed by The Raytone Hilux.

BRIGHTNESS is a must and the Raytone Hilux guarantees enough reflection for CinemaScope and wide angle projection.

COMPLETE UNIFORMITY, never a streak or blemish. Guaranteed to be perfect when it reaches you. Easy to install.

MAXIMUM RECOMMENDED LIGHT RETURN is another absolute requirement which is guaranteed in the Raytone Hilux.

DURABILITY, the Raytone Hilux is *tough* and tear proof . . . will last years!

TRUE COLOR RENDITION, richer, more natural pictures on the Raytone Hilux.

REASONABLE PRICE. See your regular dealer . . . learn how reasonably you can buy the Raytone Hilux.

ABSOLUTE GUARANTEE! Yes, the Raytone Hilux is guaranteed to meet all claims and satisfy you completely—or you pay nothing for the screen!

These are the "musts" for efficient screen performance . . . the kind of performance that keeps your patrons happy . . . and buying tickets. For *your* Raytone Hilux Screen, see your regular theatre dealer today.

RAYTONE
SCREEN CORP.
165 Clermont Ave., Brooklyn 5, N. Y.
MIDWEST: Raytone Screen Corp.
401 West St. Charles Rd., Lombard, Ill.

SMPTE Reports On Drive-In Screen Brightness

CHICAGO—Average screen brightness in drive-in theatres is 3.0 foot-lambers as compared to the indoor standard of 9-14 foot-lamberts, it was revealed in a preliminary survey conducted by the Screen Brightness Committee of the Society of Motion Pictures and Television Engineers. The results of this survey, which was undertaken to ascertain the practical operating problems of drive-in theatres, and to assess the possibilities for changes in existing theatres, were made known at the recent 77th semi-annual convention of the society.

For the past year and a half the Screen Brightness Committee has been making measurements in 26 drive-in theatres in the eastern and central states, with wide screen widths about equally divided between the 40-60 feet and 60-120 feet range. Although the measured group represents only 0.6 per cent of the more than 4000 drive-in theatres in the United States, the survey provided much useful information about this type of exhibition that accounts for about 23 per cent of all the theatres in the United States, and at least 20 per cent of the boxoffice gross.

Observations in this SMPTE preliminary study were divided into three categories:

1. **Screen brightness including light distribution on the screen, variations between projectors, screen reflectivity, and directional performance;**
2. **Geometric characteristics including theatre size, screen size, aspect ratio, and viewing angle;**
3. **Equipment characterstics including light source and power supply, picture mechanisms and projection methods.**

The survey, revealed that the screen brightness of none of the drive-in theatres fell within nine-14 foot lambert range set for indoor theatres. In fact 82 per cent were below four foot lamberts. However, the survey also showed that low screen brightness in drive-in theatres is not due to large screen size alone. A great deal of low output equipment is used in the smaller theatres, as if low screen brightness had been a design objective.

Equipment performance and operator standards, nevertheless, were found to be entirely equivalent for indoor and drive-in theatres. Side-to-center distribution ratios and corner-to-corner distribution ratios were found be almost identical with those in indoor theatres except for the slight indication that the brightness in the corners of drive-in screens is frequently sacrificed in order to obtain higher brightness at the screen center.

In addition to the results of the drive-in survey, other screen brightness questions were discussed at a meeting of the Screen Brightness Committee, which is under the chairmanship of Frederick J. Kolb, Jr., Eastman Kodak. The position on screen brightness of the United States delegate to the International Standards Organization meeting in Stockholm, June 11-16, was established. The delegate, William F. Kelley, secretary-treasurer of the Motion Picture Research Council, was given authority to discuss a wider range of screen brightness than the currently established American standard of nine-14 foot lamberts, as well as factors relating to the use of directional screens.

The Committee also received the preliminary report of the Sub-Committee on Projection Screens. This group was authorized to carry out a three-fold program including:

1. **A review of screen standards to determine whether or not the present standards should be retained or revised, the obsolete war standards should be proposed;**
2. **Consideration of the matter of classification of screen surfaces;**
3. **A survey of photometric methods as related to all types of projection screens and screen surfaces.**

Huge Drive-In Tower Erected

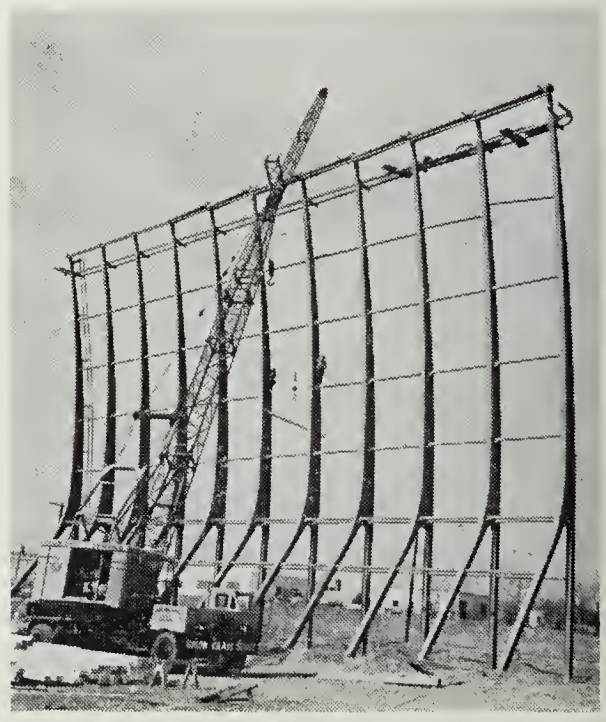
UNION, N. J.—The structural steel work on what is said to be the largest motion picture screen tower in the country has been completed at the Route 22 drive-in by the Elizabeth Iron Works, it was announced by Irving Diamond, vice-president of the steel firm.

"This screen tower marks a new milestone in outdoor theatre screen construction," Diamond said. "Our engineers designed and prefabricated it especially for this drive-in theatre. It has a tower height of 74 feet and a picture area of 6,200 square feet. The picture, itself, will be one of the largest projected on a screen of this type."

The size of the Route 22 screen will permit the theatre to show all the latest projection methods, including CinemaScope. In addition, Elizabeth Iron Works engineers have designed the screen so that the audience will get full viewing benefit of the picture from any spot in the drive-in.

Constructed of all-welded steel, and field bolted, the tower is tilted and tapered. Its design gives it a modern look that easily harmonizes with the surrounding landscape. A special screen surface has also been developed to give maximum color brilliancy for color movies.

All the structural steel towers are built to withstand a wind velocity of more than 100 miles per hour. The Route 22 tower, itself, was erected in less than six days working time.



Technicolor Advances Revealed By Kalmus

NEW YORK—An improved process for making Technicolor release prints by the imbibition process was revealed last week at an industry press conference conducted by Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc.

Kalmus reported that the improvements involved, "changes in Technicolor matrices, in the Technicolor blank upon which it prints, in the printing procedure, and generally throughout the imbibition process."

A demonstration of the improved new process was conducted recently, Kalmus said, and the result "was the most wonderful picture in color made by any process that I have ever seen on the screen from all technical points of view, including sharpness or definition, and especially color rendition," Kalmus enthused.

Kalmus also stated that the new process embodied all the changes in the imbibition process that Technicolor has been working for since the advent of Eastman and Ansco color type negatives, and the introduction of large screens in theatres.

Commenting on the future as regards improvements in the manner of film presentation, Kalmus made the following remarks:

"It is the opinion of Technicolor that none of the existing processes of photographing and presenting motion pictures is the ultimate. Nor do we look for standardization in the immediate future. Eventually, we foresee an all-purpose process stemming from negatives of increased area (compared with the former standard of 35mm. negatives) from which prints may be made in the Technicolor laboratory for all purposes, whether for specialty theatres in the large cities, for general release in theatres equipped with standard 35mm. projectors, for 16mm. projection, or for television. Technicolor has appropriated substantial sums for research and development in this all-purpose field."

Low Cost Swimming Pool

(*Continued from page PT-12*)

in depth from three to five feet. Larger pools measure 16 by 32 feet, sloping from three to seven feet in depths, and 20 by 40 feet, sloping from three to eight feet.

The excavation is leveled off at the maximum depth of the liner and backfilled to the correct slope after the walls are built. This eliminates difficult staggered block construction and makes it possible to pour a concrete footing in a channel at the base of the side walls without using wooden forms. Level courses of concrete block are built up quickly from footing, working from the corners for a strong steady wall. Then two-by-10-inch boards are bolted to the top wall course to hold the flexible liner. Openings are also let into the wall to accommodate underwater lighting fixtures.

Before the swimming pool liner is fitted into the frame, the loose earth floor is tamped and sloped gradually. A backfill around the outside of the porous concrete block walls completes the pool frame.

The liner is unrolled on the loose earth floor. Sections of half-inch galvanized pipe through loops in the hem of the liner, weight it down over the edge of the pool.

Standard plumbing drains may be fitted to the bottom of the liner. Water pumps to empty the pool, or a recirculating filter system may also be attached.

The plastic liner resists chlorine and water-purifying chemicals, as well as grease, oils, and pool algae. All that is necessary to keep the pool liner in good condition is to wash it with soap and water, and a soft brush.

Humanitarian Award to Samuels

ALLENTOWN, PA.—The Benjamin Rush Award for 1955 has been conferred on Abram Samuels, president of Automatic Devices Company, manufacturer of curtain controls and equipment, for "humanitarian service."

In choosing Samuels for the honor given annually to a distinguished citizen of the county, the Lehigh County Medical Society cited his work particularly in the field of aid to crippled children and adults. And, while nominating him for the Benjamin Rush Award to be made by the Pennsylvania Medical Society, the Lehigh County group said:

"Automatic Devices Company, which he has headed as president since 1946, has laid down a consistent pattern of humanism at work, by employing handicapped persons in its manufacturing operations. Presently, this long-established manufacturer of curtain controls and equipment has a number of such employes on its payroll, including a paraplegic. In such practical fashion, Mr. Samuels has transmuted principles into action."

Triple-S Expands Facilities

SAN FRANCISCO—New and enlarged manufacturing and sales display headquarters have been established by the Triple-S-Supply Company here, at 780 Golden Gate Avenue, according to John Tierney, general manager.

"Changeable letter orders have been increasing at such a pace, we have been forced to increase our manufacturing space," Tierney stated, "and the addition of the Ballantyne Theatre equipment line has necessitated showroom display and sales space."

far greater strength and safety, unequaled popularity

AMERICAN
Approved
PLAYGROUND EQUIPMENT

● It's the *plus* factor that makes American the most respected name in Playground Equipment . . . *Plus* in design—American leads the field. . . . *Plus* in performance—*Approved* Equipment stronger, more ruggedly built to assure a lifetime of perfect repair-free service . . . *Plus* in safety—for American craftsmen are aware of their responsibility for the safety of your children. Thus, with American you receive far superior design and performance and unmatched safety.

Send for New Catalog

☆ write for literature featuring american approved jim patterson
LIFETIME Aluminum
DIVING BOARD
world's finest official board

AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U.S.A.
WORLD'S LARGEST MANUFACTURERS OF FINE PARK, PICNIC, PLAYGROUND, SWIMMING POOL AND DRESSING ROOM EQUIPMENT

BRANCH PLANT AT NAHMA, MICHIGAN

WILLIAMS
ALL-PURPOSE SILVER SCREENS
"You Can't Buy Better"
WILLIAMS SCREEN COMPANY
1678 SUMMIT LAKE BLVD., AKRON, OHIO
ORIGINATORS OF ALL-PLASTIC & SEAMLESS PLASTIC SCREENS

New Series Of Lenses From Projection Optics

The Projection Optics Company, Rochester, N. Y., recently announced the development and availability of their new Super Hilux f/1.0 Light Collecting Speed Anastigmat projection lenses. The following is the statement issued by the optical firm giving the details of this new aid to motion picture film projection:

"Two years ago when 3-D and wide screen projection was at the threshold, we decided that a whole new concept of projection lenses was required. Lenses then on the market were designed for the small screen era. We realized that the next requirements of projection lenses were to project and transmit light evenly over a screen size many times the old size, and that color correction over such a size would become an important issue.

"After careful review and study of all known lens types, and many hours of computation, we completed development of this new lens, which will be known as the Super Hilux f/1.0 Light Collecting Speed. We here at Projection Optics feel that this represents the optimum in color correction, flat field, definition, contrast, and most important of all, a means of getting considerably better light distribution across the screen and, have also managed to get noticeably more light transmission.

"In the past, the optical manufacturers throughout the world have used the *f* number to identify the free aperture opening of a given focal length. However, due to the limited technical knowledge of the public, such identification has been greatly misinterpreted as meaning 'a certain amount of light transmission.' Since this is not quite the truth, we have chosen a definition which actually can be used to measure a certain performance, and it is for this reason that we have decided to identify the Super Hilux series as f/1.0 Light Collecting Speed. Actually, there is no accepted standard for measuring light transmission, which is so vital to this theatre business. By measuring the actual amount of light the lens can collect the trade now has a definite guide.

The Super Hilux f/1.0 Light Collecting Speed Lens

"A paper covering the technical aspects of the Super Hilux was presented during one of the sessions at the recent SMPTE convention in Chicago. The paper was read by John R. Miles, head of the John R. Miles Company, one of the country's finest optical designers, who have handled all our research and design programs.

"Actual production on the Super Hilux has commenced and this new series will be available in effective focal lengths from 1.5 inches to seven inches in the 2 25/32 inch small diameter, and in effective focal lengths from 4.75 inches to 14 inches in the high speed four inch diameter mount. The focal lengths from 1.5 inches to three inches, and from seven inches to 14 inches will be available only on custom orders. The remainder of these lenses will be carried in stock."

Outdoor Screen Advertising

(*Continued from page PT-15*)

drive-in affords an excellent medium for reaching the family as a group in the privacy of their car. Man and wife, and other family members who are in a position to buy, have an excellent opportunity to discuss the items advertised at the time they see them on the screen. Automobile adverisers, for one, have been quick to realize the point of selling automobiles and automobile equipment to the audience that came to the drive-in in an automobile. Local advertisers realize that most of the people who attend the drive-in are their potential customers.

Some Reasons Why

Here are some of the reasons clients give for preferring screen advertising: Low-waste circulation with concentrated reader attention; local, sectional, or national coverage . . . excellent farm circulation; product demonstration with full color; action and sound . . . strong sales impact; easy to plan and use with the complete production-distribution service offered by the leading commercial film companies; surprisingly low cost . . . about one-third of a cent per reader-hearer; outstanding quality . . . assured by long production experience plus millions of dollars in production facilities and precision equipment.

A drive-in owner can do much to add to his revenue and enhance his entertainment program by showing quality ads from a realiable film company. The film company pays the drive-in for running the service, takes care of the problem of selling space on the screen, and collecting from the advertiser. All the theatre man must do is run the film as scheduled by agreement with the film company representative. The drive-in owner will find that theatre screen advertising, pleasingly and originally presented by a reliable company, is now accepted by all audiences. He will find that good advertising will bring favorable comment to his theatre as well as business to the merchants of his community who are having their ads placed on the screen.

Revenue is high with film advertising. Compared with the running time of feature films the average rate paid by the Alexander Film Company runs about four cents per minute higher on film ads than on feature material.

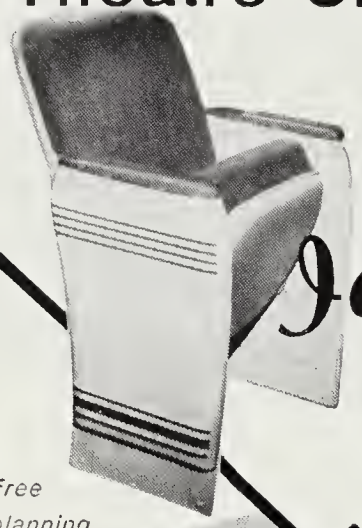
The major film commercial companies have grown right along with the entire movie industry. The latest developments in the field have been incorporated into their production to make them better than ever. Drive-in owners are urged to check advantages of screen advertising.

Colvin Aids Movie Festival

St. Louis—The Theatre Equipment Dealers' Association (TEDA) has arranged for Executive Director Ray G. Colvin to spend 30 days in Georgia, Alabama, and Florida during the Movie Festival to be staged by the exhibitors of these southeastern states. He will speak before some 25 civic groups during the Movie Festival.

J. H. Thompson, president of the Motion Picture Theatre Owners and Operators of Georgia, has booked a very full schedule for Colvin, who will talk on "What the Movie Theatre Means to Your Community" and will plug the Movie Festival.

The Widest Line of Theatre Chairs



by Ideal

Free planning service.

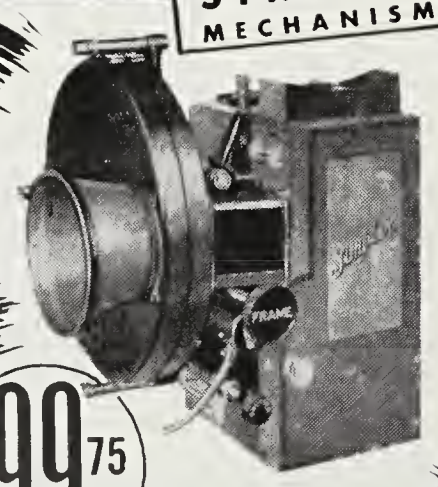
- The lowest priced to the most luxurious.
- Sturdy cast iron and/or steel.
- Comfortable full-upholstered, padded or spring backs and seats.
- Beautifully styled end standards.
- Upholstering materials, finishes and colors for every taste.

BETTER SEATING MEANS BETTER BUSINESS

See Your Independent Theatre Supply Dealer or Write for Literature.

IDEAL SEATING COMPANY
Grand Rapids, Michigan

SPECIAL PURCHASE!
Just Arrived
SIMPLEX MECHANISMS



$99.75

REAR SHUTTER
DOUBLE BEARINGS

Another shipment of Simplex rear shutter double bearings has arrived from large circuit. High numbers, latest features. Good condition, for regular or standby use. A steal at only $99.75 each.

★STAR CINEMA SUPPLY CO.
447 West 52nd Street, New York 19, N.Y.

Playground Operation

(*Continued from page PT-5*)

cases, we strongly recommend that the area around any play device be carefully cleared of rocks and anything that might injure a child if the child fell. It is highly desirable that the areas around these play items be dug up and replaced with soft sand. The sand is not only clean and porous, so that there is no drainage problem, but also provides a soft cushion if children do fall off any equipment—and they do fall.

In all of our drive-ins we have ponies and give free rides to the children. This, supplementing of our other stationary, or non-mechanical equipment, has been sufficient. Of course, in all cases, we dress up our areas, putting in, where space permits, picnic tables, cut-out figures of animals, or comic characters, umbrellas in some cases; in other words anything that will give the area a fresh, neat, and interesting appearance. And of course, lots of paint applied frequently to keep the area spic and span is of utmost importance.

Paid Rides

We have experimented with paid rides and find they have not been profitable. But may I again emphasize that this is based on our experience in our part of the country, and might not hold true in other areas. In the east, and particularly the northeast, there are many large kiddie play areas which operate during the day and which have 10, 15, or 20 large mechanical rides, including elaborate merry-go-rounds, whips, scooter cars, and devices of that sort. I would say that each of these devices purchased new would average out roughly $10,000 apiece, so that it would require a tremendous investment to purchase and set up a play area containing enough mechanical rides to warrant charging an admission for each ride. We have found that to do it half-way, putting in just one or two devices—does not pay. They just do not add up to enough of an attraction to be self-amortizing or, in some cases, to even pay the cost of help to man them and to collect admissions. A few drive-ins in the east have such big play areas with paid mechanical rides, but they are almost a separate operation from the drive-ins themselves, and unless a drive-in theatre operator is willing to make a big investment in such rides, and does not face stiff competition from outside play areas, I would recommend very careful thought before such a step is taken.

Supplementary Concession Booths

We have set up supplementary concession booths near our play areas and we have serviced some of them from carts, but our experience has proven over a period of years that the patron in the play area is quite willing to walk over to our Refreshery in our main projection building if he wants something to eat or drink. If a drive-in is considering such supplementary service I would recommend that the figures be very carefully checked to make sure that the cost of labor involved really makes such service economically worth while.

In our part of the country we feel that the patron expects these services for his children and that they must be provided in a clean, wholesome, well operated manner. This requires attention by the manager and that one of the field men need not necessarily be assigned specifically to the play area, but at least keeps his eye on proceedings while it is open. In our opinion, free play areas of this type, which are not expensive in the overall picture, are one of the big reasons why families come early to our theatres and consider our drive-ins a recreational center for an evening of enjoyment, and not just a place to go to see motion pictures from their cars.

It is suggested that part of the basic equipment at a drive-in playground should include non-mechanical merry-go-rounds, such as this model from the Miracle Whirl Sales Co., Grinnell, Ia.

Motiograph To Manufacture New Drive-In Product

CHICAGO—Motiograph, Inc., announced that it is offering a new product, Servus-Fone, a combination music and communication system for drive-in restaurants.

The equipment is usable by drive-in theatres which have concession stands that serve both its movie patrons and those who pass on the highway.

NOW!

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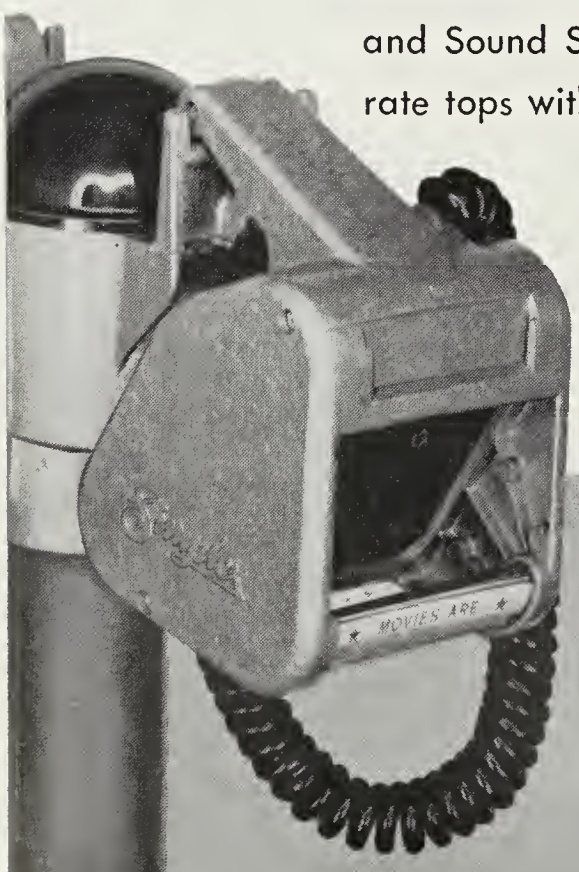

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NEWS OF THE Territory

BRANCHES

Atlanta

Threatening weather and Friday, the 13th, failed to jinx the Old Newsboys' long, gay line. They staged their most spectacular parade to date for the children with cerebral palsy. Auditors indicated the sale would bring in at least $75,000, pushing contributions $10,000 above those last year. They said the drive got a running start from $23,000 in advance gifts from friends of the sponsoring institutions, the Atlanta Variety Club and The Atlanta Constitution and Journal.

W. A. Jackson, father of W. A. Jackson, Jr., Storey Theatres in Georgia, died at his home in Decatur, Ga . . . .Wide-screen equipment and a new air-conditioning system have been installed at the Peachtree here. The renovations, begun in January, were completed last week. Manager Walter Monroe said the house can now show CinemaScope and other wide-screen processes, in addition to the conventional film types. New curtains and seating are also slated, the lobby and lounge are to be redecorated; and a new street boxoffice is planned.

Abe B. Brown, 55, owner, K and B Soda Company for many years, where the film folks hung out, died at a local hospital after several months of illness. Surviving are his wife, daughter, and three brothers. . . . Roy M. Brewer, head, branch operations, Allied Artists, was in.

John Payne was appointed sales representative for the Dixie Theatre and Supply Company. . . . Charles E. Lynch, manager, 41-Drive-In, Chattanooga, Tenn., has a new little girl at his house. . . . The Beach Theatre, Panama City, Fla., has reopened after extensive renovations, including a new wide-screen and a new cooling system. John L. Neely is manager. . . . H. C. Cunningham is the new owner, Sky-Land Drive-In, Woodburg, Tenn. . . . John Damm was appointed manager, Princess, Mount Dora, Fla. . . . District manager Bob Ingram, Columbia, and his wife are on a Caribbean cruise for several weeks.

Bob Moscow, manager, Rialto, received mention for topping employee collections in the American Cancer Drive in the Fulton County area. Bob turned in $334.95. . . . Bryan Adams, United Artists' branch manager, is back after a trip to Chicago. . . . Police suspect pranksters were responsible for stench bombs found at three suburban theatre in Birmingham, Ala., operated by Waters Theatre Company, the Ensley, College, and Fairfield. The theatres have had no labor trouble, according to officers of the company.

Yvonne De Carlo, sultry Hollywood star, in Atlanta for a personal appearance, sold newspapers with Atlanta's Mayor William B. Hartsfield, for the benefit of Cerebral Palsy on Old Newsboy's Day. Also in the city for newspaper selling were three MGM starlets, Jolene Brand, Darleen Engle, and Joan Patti.

Edward N. Claughton, vice-president and co-owner, Claughton Theatres, Miami, Fla., recently died at the age of 60 at his Miami home. He was also a hotel and realty investor.

William Richardson, president, Astor and Capital, checked in at his Atlanta office from Florida. . . . Branch manager Jimmie Hobbs, Allied Artists Southern Exchanges, is back after a trip to Tennessee. . . . New owner, Citrus Drive-In, Hernando, Fla., is J. William Mullins, who bought from J. B. Wagner.

MGM's 20th Ticket-Selling Workshop, held at the Biltmore Hotel here, drew a capacity crowd in the grand ballroom when Mike Simons, director of customer relations, acted as moderator and presented Emery Austin, in charge of exploitation and who was field press representative in the territory before moving up to his present post in New York, for a detailed recapitulation of the company's 33 promotion-wise aids. The exhibitor panel consisted of Claude Motley, vice-president and general manager, Video Theatres, Inc., Oklahoma City; Joseph Jarvis, Gilbert Stuart, Riverside, R. I.; and L. J. Williams, Williams Theatres, Union, Mo. To date, exactly 5,900 exhibitors have attended the previous 19 Workshops, the last having been held at Billings, Mont., when 134 theatremen were on hand for the panel discussion designed to improve business based on tried and true showmanship stunts.

Funeral service for Allen D. Robertson, manager, Peachtree Drive-In, was held at Spring Hill. Burial will be in Elmhurst, Long Island, N. Y. Surviving are his wife, daughter, father, two sisters, and grandchildren.

Charlotte

Seen was Robert Long, former auditor, Warners. He states he is now with Buena-Vista and enjoying his work immensely. . . . Karl Eugene Hargett, booker, United Artists, married Virginia Le Todd. . . . Meiselman Theatres have taken over the Danca, Wallace, N. C., formerly owned by Cary Caudell.

Mrs. Josephine Donnelly, cashier, United Artists, spent Mother's Day at Hickory, N. C., visiting relatives. . . . The exchange employees of Local F 33 held their regular semi-monthly meeting in the Hotel Charlotte. Miss Nancy Wilson presided and then turned the meeting over to the business agent, Mrs. Thelma Culp. Miss Wilson is employed at MGM and Mrs. Culp is cashier at Warners. New members initiated into the union at this meeting were Mrs. Helen H. Mullis, stenographer, 20th-Fox; Mary Rose Davis, clerk, National Screen Service; Juanita H. Williams, cashier-clerk, MGM; Frances Mangum Hoffman, contract clerk, Columbia; and Marjorie Welch, clerk, Columbia.

Gary Caudell has sold his Danca, Wallace, N. C., to H. B. Meiselman Theatres. . . . Mary Ellen Eury, contract clerk, U-I, is on a leave of absence. . . . Jean Canady is no longer with Columbia. . . . Mary Geel, National Screen Service, is on vacation. . . . Mr. and Mrs. Thomas G. Helms, Paramount, are vacationing. . . . Betty Bartlam, Warners, is on vacation. . . . Mary Klouse, Warners, is on vacation. . . . Charles Mincey, head booker, 20th-Fox, is on vacation.

Rufus Stewart, former booker, U-I, has resigned. . . . Lillian W. Stampler, Republic employee, resigned. . . . Mrs. Louis F. Turner is now on leave of absence from 20th-Fox. . . . Mrs. Margaret Wisdom, ledger clerk, Paramount, is on vacation. . . . Charles Dean Lynch, former booker, RKO, is now a student salesman.

Alice S. Byram, assistant cashier, U-I, was on the sick list. . . . Shirley Jean Bell, cashier clerk, U-I, was on vacation.

Dave Williams, salesman, IFE, was in. . . . Mrs. Betty Patterson, office manager, IFE, entered Memorial Hospital for a minor operation. Wishes for a speedy recovery are extended from her many friends.

Bud Parry has done a terrific job of selling popcorn to the following drive-ins, Albemarle Road, Charlotte; Pineville Road, Charlotte; South 29, Charlotte; Bessemer City, Bessemer City, N. C.; Sunset, Winston-Salem, N. C.; Starlite, Concord, N. C.

Jacksonville

Governor LeRoy Collins signed a proclamation urging public cooperation in the celebration of the Southeastern Movie Festival, May 16-June 16. Newspapers carried pictures of the signing, and present with the governor were LaMar Sarra, Florida State Theatres vice-president and general counsel, and T. L. Hyde, city manager, Tallahassee, of Talgar Theatres. . . . A group of Floridians, headed by Jerry Gold, president, Motion Picture Exhibitors of Florida, journeyed to Atlanta to attend a kickoff meeting for the festival held at the Biltmore Hotel. . . . Jack Wiener was in Atlanta to help in staging the latest MGM Workshop.

Mr. and Mrs. Robert Heekin were the hosts at an enjoyable midnight outdoor dinner and dance. Attending were FST home office personnel and theatre managers and branch managers and employees of Film Row offices. . . . IATSE Local B-67 leaders said that the group's annual summer outing has been planned for May 28 at Jacksonville Beach. . . . Janice Claxton, WOMPI president, said the club women will have their next luncheon in the Roosevelt Hotel this week. . . . Variety Club members were out selling tickets for their dance at the Roosevelt on May 28.

Calling on Harvey Garland, head, FST booking office, were these three distributors from Atlanta, Ollie Williamson, Warners; Dave Prince, RKO; and Bob Ingram, Columbia.

Fess Parker, star of "Davy Crockett," plans to be here on June 2 to dedicate the new municipal baseball park and to make a round of other public appearances. . . . A special screening of "Davy Crockett" was arranged by Harvey Reinstein, Buena Vista representative. . . . Bob Corbit, FST ad writer, came up from Orlando. . . . Jack Rigg, United Artists' salesman, visited Carl Floyd in Haines City. . . . M. C. Moore, veteran theatre manager, went down to defeat in the second primary of a City Council race.

Roy Smith, theatre supplier, returned from several days in Chicago. . . . Mrs. Cherie Dennis went to work in the FST home office as Mark DuPree's secretary. . . . John L. Crovo, retired theatreman, became president, Motion Picture Council, in an election held at the Seminole Hotel. Other officers named were A. W. Cogswell, first vice-president; Mrs. A. V. Sangster, secretary; and Miss Mary Dallos, treasurer. . . . Gennell Beaumont, Paramount, is the new treasurer, WOMPI, following the resignation of Norma Cole.

A total of 366 CinemaScope theatres in Florida were counted recently by Tom Tidwell, 20th-Fox branch manager. . . . French Harvey, FST exploiteer, and Leonard Allen, Paramount publicist, were working in the Orlando area. . . . Johnny Sims was absent fom the 20th-Fox branch office with back injuries.

New Orleans

W. O. Williamson, Jr., district manager, Warners, on his round of exchanges, visited with manager Lucas Conner and personnel. . . . The spotlight is focused on the eye catching front of theatre display advertising on "Revenge of the Creature," at the Joy. Developed under the direction of manager Ernest A. MacKenna, it portrays a vivid impression of what is being unreeled on the screen. Life sized pictures of the fabulous "Gill Man" in captivity, shackled with honest to goodness chains, his escape clutching on to the seized woman, scenes of the expedition along the Amazon which captures the monster, and a replica of the city fleeing in terror are featured.

A new RCA screen has been installed in Pittman's local Delta according to Raymond Gremillion, sales and service representative, Southeastern. . . . Harold "Babe" Cohen, Lippert, and southeastern district manager, Howco exchanges, is back at his desk after attending The Tri-State (Alabama, Georgia and Florida) annual convention in Atlanta. Mrs. Cohen accompanied him on the trip.

Val Cass, son of Loraine, Paramount manager William Holliday's secretary, and Jimmy Cass will soon be on his way to San Diego, Cal., where he will report for duty with the Navy. . . . Thank you, Lewis Cox, Bayouland Drive-In, Donaldsonville, La., and Cox, Pierre Part, La., for your renewal subscription to Motion Picture Exhibitor. . . . James T. Rudd, assistant to the president, Wilby-Kincey Theatres, Atlanta, was here for the all-southern premiere presentation of VistaVision at the Saenger. . . . Bob Siegler, Hattiesburg, Miss., former theatre owner, and for the past four or five years devoting all of his time to his oil wells, while in town on business ambled to the Row.

Jimmy Thompson, Alexandria, La., theatre owner, advised that "Kentucky Rifle" chalked up a healthy gross at the Don. Jess Barker, who plays the misguided tenderfoot in the movie, was at the theatre in person on opening night. . . . Major General Frank A. Armstrong, Jr., commander of the Strategic Air Command's Second Air Force, accompanied by his staff and the bomb crew from Barksdale Air Force Base, La., who recently set a new transcontinental speed record in a B-47 Stratojet bomber, were here for the southern premiere of Paramount's "Strategic Air Command" and the premiere of Paramount's new projection, VistaVision.

Florida

Miami

Edward N. Claughton, 60, vice-president and co-owner, Claughton Theatres, and one of Miami's realty and hotel investors, died at his home. He helped develop much of the Edison Center and Allapattah business areas, part of the old Royal Palm property in duPont plaza, and much of Boynton Beach. He died of cancer. Survivors are his wife, two sons, one daughter, and three grandchildren. A Variety Club member, he was active in the Variety Children's Hospital fund raising.

Proceeds from Variety Club Tent 33's Old Newsboys' Day sales passed $18,000. Last year's campaign netted $12,000. . . . A testimonial dinner to International Chief Barker George Hoover, who was a founder of Tent 33, Miami, is being planned for the latter part of May. . . . Maurey Ashmann, chief barker, Tent 33, Variety Club, headed the delegation to the international convention in Los Angeles. Others attending included Paul Bruun, delegate; Joe Lieber; and Hal Kopplin.

A heart-warming story in The Miami Herald won sports writer Luther Evans an award for the best article published anywhere about the Variety Club in the past year. Evans' story appeared after he toured Variety Children's Hospital as a new member, Tent 33, Variety Club. Joe Lieber, executive secretary, Tent 33, submitted Evans' story at the convention in competition with those turned in by other tents located all over the world. Maurcy Ashmann, chief barker, Tent 33, accepted the citation for Evans and The Herald.

Cornelius Milliman, doorman, Carib, enjoyed spending his vacation at his home. . . . Beatrice Eve, assistant, Bunche, Opalocka, Fla., is overjoyed at the prospect of seeing her son, Arthur, recently returned from overseas service in Germany. . . . Mel Haber, Carib, Miami Beach, Fla., recently was awarded the City of Miami Beach Courtesy Award for March. . . . The Miami quietly celebrated its eighth birthday last month. . . . Harry Troeger, Miami, was on a leave of absence. While he is gone, Robert West, Sr., formerly of the Town, will be greeting patrons at the door.

A "violent protest" was made by Judge Walter H. Beckham, Dade County Juvenile Court, against the showing of "Blackboard Jungle." Judge Beckham said that any theatre manager showing the film "possibly is guilty of contributing to juvenile delinquency." Spokesmen for the three local theatre chains, each of which is showing the film at a first-run house, defended the picture, explaining that it spotlighted a social problem in some communities and made a case for the need for better trained and better paid teachers. Judge Beckham's statement said the picture "shows a lawless element of school children taking over the school with many criminal acts, vile language, and portrays a group of teachers who are not typical of the average teacher in the American school today. It teaches no moral and has no proper ending. In fact, there seems to be no reason for such a picture ever having been filmed." He urged a local board of censors to preview and rate movies before they are shown to the public locally.

Mississippi

Vicksburg

The Vicksburg Drive-In, closed since a severe windstorm leveled its screen a month ago, reopened. William A. Porter is owner.

North Carolina

Durham

An attempt was made in the North Carolina Legislature at Raleigh, N. C., to exempt motion picture houses and drive-ins from a 25 per cent increase in privilege license fees which has been given tentative approval. Representative Carroll Holmes, Perquimans, who instigated the move, pointed out that the tax now ranges from $225 to $1,000 per year and that motion picture houses are finding the going rough from TV competition. After being told that the proposed increase was a "package deal" and that to open it for various groups in the dying days of the Legislature would prolong the session, he withdrew his amendment and said he would try to give movie houses relief in a separate bill.

The Capitol, one of Raleigh, N. C.'s oldest and formerly its best known theatre, has closed because of diminishing revenues. Decision to close the house was announced by W. G. Enloe, district manager, North Carolina Theatres, Inc. Enloe said that first-run houses have not suffered the impact of television severely, but that the "B type" houses, one of which the Capitol had become, have been hard hit. No motion picture company, he said, is making a product especially for these houses, and the producers are concentrating on fewer and better films. The Capitol, Enloe said, has run in the red for some time and with a diminishing revenue, "we just can't afford to buy new license on this type of theatre." North Carolina Theatres has a lease on the building which still has several years to run, but Enloe said it had "no present plans for using the building" or of converting it to other uses. James Carver, manager, Capitol, will remain with North Carolina Theatres in another assignment, he said.

NEWS OF THE Territory

BRANCHES

Cincinnati

20th-Fox's "Daddy Long Legs" probably got more pre-showing bally than any film ever screened locally, when it was tied in with "Downtown Discovery Days," a 10-day promotion of downtown stores. Numerous stories with art were splashed on first pages of local newspapers for several days before the film opened at the Keith. Starlets Robert Wagner and Mary Murphy were brought in from Hollywood to highlight the razzle-dazzle in front of the house on opening night, and a squad of police were required to handle the hundreds of autograph and camera fans. "It's hard to believe that it happened in staid, conservative Cincinnati," one newspaper commented next day.

Most live shows headed this way next season will be housed in the Shubert, with fate of the Cox and Taft presently unknown. The Shubert had been leased for 20 years to RKO as a movie house, but had been dark during recent years, except when occupied by revivalists.

Phil Chakeres, president, and Frank Collins, general manager, Chakeres Circuit, Springfield, O., visited circuit houses in Kentucky. . . . Dorothy Kelly is new secretary for Ray Frisz of the Chakeres office. . . . Traditional Friday the 13th showings of horror films in Chakeres houses attracted good boxoffice. . . . The local Columbia branch is readying promotions for "Cell 2455, Death Row" and "Seminole Uprising" for saturation bookings starting in mid-June. . . . Typed invitations to trade screenings are old hat to exhibitors, so they got a kick out of the swank printed invitation mailed by the local Warner office for the "Mister Roberts" prevue at the nabe Valley.

National Theatre Supply furnished complete equipment for the Mas-33 Drive-In, Lancaster, O., Homer McBee, owner; Ace-Hi Drive-In, McConnellsville, O., Ace-Hi Enterprises, owner, and Marietta Drive-In, Marietta, O., M. E. Rose, owner. . . . NTS also has supplied CinemaScope equipment for the State, Harrison, O., John Vlachos, owner; Royal, Chillicothe, O., Joe Hurst, owner; Knox Drive-In, Barbersville, Ky., Charles and Paul Mitchell, owners; Walnut Hill Drive-In, Lewisburg, W. Va., and the Bradshaw, Bradshaw, W. Va., Absolom Buzlea, owner.

Phil Fox, Columbia branch manager, was in West Virginia on business, with Lloyd Krause, RKO branch manager. . . . Mike Goldhammer, Allied Artists eastern division sales manager, and Milton Gurian, AA branch manager, were in Springfield, O. . . . Oscar Morgan, Paramount general sales manager,

Eddie Mackins, head booker, MGM, recently presented a $25 war bond to second prize winner in the "Julius Caesar" contest, Jesse Lund, manager, State, Aliquippa, Pa.

was in. . . . Marjory Wagner, U-I clerk, has resigned.

Cleveland

Stephen, younger son of Joe Rembrandt, owner, Center-Mayfield, Cleveland Heights, will be confirmed May 27. An older son, Neil, attends Northwestern University. . . . Morris Lefo, RKO district manager, and Mrs. Lefo will be in Syracuse, N. Y., on June 6 to attend the graduation of their son, Bob, from Syracuse University. . . . The wife of Tom Alley, who does the booking for Ohio Theatre Management Corporation, was called to Charlotte by the death of her mother.

The Variety Club held a luncheon in the Theatrical Grill to present a plan whereby there will be a continuous incoming fund for the support of the Cerebral Palsy Foundation School of Cleveland which it has sponsored the past several years. This is a plan to take the place of periodic fund raising drives. . . . The Motion Picture Council of Greater Cleveland met for its final business and luncheon meeting of the season. K. Elmo Lowe, Playhouse, guest luncheon speaker, spoke on "Films and the Theatre."

Members of the Independent Theatre Owners of Ohio have been informed that the state Senate has passed a bill to amend restrictions on working hours for women and minors which will directly benefit theaters. The new provision allows girls over 18 to work until 9 p. m., and boys over 16 to work until 10 p. m. All boys and girls under those ages may work until 6 p. m. There is no restriction for girls and boys over 18 years of age. . . . Harry Weiss is handling the extensive TV advertising campaign that Republic is putting on for "The Eternal Sea."

Detroit

Mickey Rose, manager, Michigan, used the Bantam Book edition of Graham Greene's best-seller to hypo his engagement of Columbia's "The End Of The Affair." Rose tied up with the Curtis Circulation Company, distributors of Bantam Books, and furnished posters to 100 Cunningham Drug Stores, in Wayne County. Curtis also placed insert cards in 3,000 Bantam Books and sent bulletins to all dealers handling the books.

Pittsburgh

Mr. and Mrs. Maurice Silver announced that their daughter, Barbara, would wed Jacob H. Deutschmann on June 26. Silver, of course, is "Moe" Silver, the SW zone manager.

The touring "Son Of Sinbad" harem beauties finally hit Pittsburgh on their cross-country hop. Here they participated in style shows, automobile promotion tieups, TV and radio plugs, all of which should show excellent results at the boxoffice.

A large group of distributors and exhibitors turned out for the testimonial dinner for former 20th-Fox branch manager, Al Levy. The dais consisted of Moe Silver, SW head; Bert Stern and Lou Hanna, heads, Co-operative Buying and Booking Service; Glenn Norris, eastern division manager, 20th-Fox; I. Elmer Ecker, chief barker, Variety Club, and other local dignitaries. Exhibitors from out of state attended in goodly numbers.

The Park, Pittsburgh, was recently robbed of $80.00 and the holdup man escaped.

Louis and John Lampros, Capitol, Farrell, have closed their Colonial and Louis Lampros has taken over operating the booth of the Capitol, due to poor business. Meanwhile, the buying and booking will henceforth be done by the Moore Buying and Booking combine, who have been doing the buying and booking for their brother, Chris, at his Hickory Drive-In, Transfer, Pa.

Paul Krumenacker, Warners exchange sales manager, was confined to St. Joseph's Hospital with a virus ailment.

The Capitol, Altoona, Pa., invited members of the St. Francis college basketball team, to a recent showing of "Basketball Highlights."

Alden Phelps, whose Waterford Drive-In has not opened yet this year, was ousted by the Erie County Democrats as party chairman. . . . "Mr. Roberts" was trade screened by Warners at the Schenley. . . . Steve Rodnok, Oakmont exhibitor, returned from Florida, where he spent the winter.

William Zeny, Lake, Erie, Pa., and his attorney Howard Plate, appeared in council chamber to protest a $68,020 city assessment on the theatre. Records were produced showing that since the theatre was erected it has always been in the red.

Phil Cronauer, Moose, Hastings, Pa., is closing for the month of June for repairs and to install anamorphic lenses and a wide screen. . . . With the resignation of Sammy Speranza, Sid Newman, who recently resigned, returned to the fold of SW Downtown.

Joseph Bugala, general manager, Manos circuit, served as a panelist at the MGM Ticket Selling Workshop meetings in Minneapolis and Des Moines. . . . John Rigas, Coudersport, Couders-

port, Pa., went to Wellsville, New York, to assist his dad, who operates a restaurant. . . . W. E. Anderson returned to Mt. Jewett, Pa., after spending several days overseeing his new outdoor theatre at Huntingdon, Pa. His daughter, Susan, has returned to Buffalo after spending several months at home. His son, Bob, is expected to visit him in June with his family from Michigan.

The school district of Harmony township, Beaver County, plans to adopt a resolution imposing a four per cent amusement tax.

It is expected that Film Row will have a testimonial banquet for Dave Kimelman, Paramount branch manager, who is celebrating his 30th year with Paramount.

S. D. Shia, Wheeling area indoor and outdoor theatre operator, left for a visit to his homeland, Lebanon in the Near East, which he has not seen in 50 years.

The Regent, New Castle, Pa., has been dismantled but the former exhibitor Speer Marousis, will still be an active Allied member.

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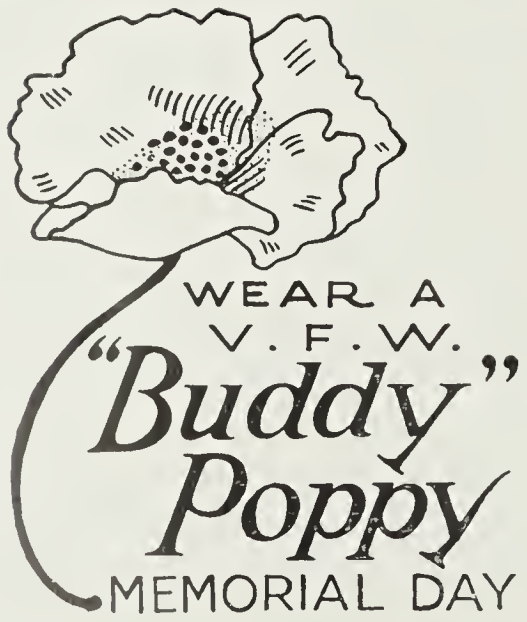


New Censor Law Drafted in Ohio

COLUMBUS — Mrs. W. Andrew Martin, chairman, Committee For Decent Films in Ohio, denied any knowledge of the film clips from censored movies shown to members of the Ohio Legislature allegedly in an effort to influence their votes on censorship. Mrs. Martin's committee has been accused of arranging the screening. She said she had never had the films, did not handle them, and does not know where they came from. She is reported to have received letters from RKO and the Times Film Corporation asking for immediate return of the film. Mrs. Martin said the matter has been turned over to her attorney, John Caren, Bricker, Marburger, Evatt, and Barton law office in Columbus. Caren refused to comment on the matter.

Current film censorship bills before the Legislature should be defeated, said The Dayton News and The Springfield News, both owned by James A. Cox, former governor of Ohio. The original state censorship law was passed during Governor Cox's term in 1913. The editorial comment is the first expression from the Cox newspapers in the current censorship fight.

"The censorship bills are rooted in a sound public concern over the rising rate of juvenile delinquency," said the editorials, "but the censorship bills pose dangers in excess of those they are trying to do away with."

The papers pointed to the industry's self-policing as a safeguard against showing "improper" films to children. "Alert parents, conscientious newspaper critics and vigilant church groups" also can exert influence against objectionable films. The editorials said that "there are long-established criminal penalties for those who exhibit obscene films."

Following is the language of House Bill 29, the revised film censorship bill now under consideration by the House Judiciary committee, in defining obscenity and incitement to crime:

"A film or portion thereof is obscene, lewd or lascivious if it depicts an act of sexual intercourse or sodomy; portrays the genitals or genital regions of man or woman; portrays an act of sexual immorality or sexual perversion; expressly or by reasonable implication presents as an acceptable or proper pattern of social behavior either fornication, adultery, rape, seduction, prostitution, sodomy; is in dominant purpose and effect either erotic or pornographic; employs language or depicts conduct of moral depravity.

A film is advocative or provocative of immediate crime or jeopardy to public safety if it advocates or provokes an immediate breach of the peace; portrays or presents as socially desirable, acceptable, or respectable behavior the commission of acts which are criminal by laws of the state of Ohio or the United States; advocates or teaches the illegal use or the methods of illegal use of narcotics or habit-forming drugs; advocates or provokes the immediate commission of acts which are criminal by the laws of the state of Ohio or the United States; portrays the use of any medicine, drug, substance or instrument by which the miscarriage of a woman is procured.

The exhibitor, as well as the distributor and producer, is liable to a fine for showing unlicensed films. For the first offense the fine is from $25 to $300. For subsequent offenses the fine is from $300 to $500.

In House Bill 712, which would ban obscene comic books and films, there is a fine of not more than $1,000 or six months in jail for showing films to minors under 18 "any part of which is obscene or has a tendency to corrupt morals."

In the same bill there also is a fine of $5,000 or six months in jail or both for violations of the following section:

"No person shall produce, sell, lease, lend, give away, distribute for purposes of exhibition, exhibit, or have in his possession or under his control for any purpose, an obscene motion picture film or any motion picture film, the exhibition of which has created a public disorder, or from the exhibition of which a public disorder is imminent."

With the coming of summer, Harry Fry, Wampum, Wampum, Pa., has shipped his boat to Erie, Pa., and expects it to be in the water by the first of June. . . . Andy Biordi, Majestic, Ellwood City, Pa., will start a Bank Night midweek, replacing his Bingo nights.

Plans were being completed for the celebration of the 50th anniversary of John Harris' opening of the first nickelodeon. It is hoped to attract to this event the Governor and other state and city dignitaries, as well as many prominent industryites.

Ohio

Columbus

Daytime use of several neighborhood theatres' parking lots may be asked by the city if a proposed "park and ride" plan is adopted. Dr. Ivan Ulrey, the city's utilities director, suggested that such lots could be used in daytime hours when most theatres are closed. Motorists would drive to the lots from outlying areas and then board buses for the remainder of the trip downtown. Initially, the plan would be confined to main thoroughfares with bus lines, such as Broad Street, High Street, Cleveland Avenue, and Sullivant Avenue.

Marian Carr and Yvonne Doughty of the cast of United Artists' "Kiss Me Deadly" were in town for press, radio, and television interviews. Ward Bentley and Wally Heim, United Artists' exploitation staff, accompanied the girls. . . . Richard Jones, son of Leo Jones, northwest Ohio exhibitor, won the signal honor of being selected as a science major at Notre Dame University for the next term.

Manager Walter Kessler, Loew's Ohio, presented the Lana Turner victory trophy to Natine Goldberg, May Queen of Ohio State University, at the annual May Week dance on the campus. Kessler arranged the presentation in connection with "The Prodigal." Miss Goldberg is a Dayton, Ohio, resident.

NEWS OF THE Territory

Chicago

The Oriental, showing "Daddy Long Legs," issued 125 certificates a day, for several days, entitling recipients to $25 worth of free dancing lessons in the Fred Astaire Dance Studios. . . . Elmer Quesstell gave his Nox facade, New Haven, Ill., a new look and installed a wide-screen. . . . Tom Sullivan, executive vice-president, International Popcorn Association, attended a regional meeting of popcorn men in Toronto.

Irving Mack, president, Filmack Trailer Corporation, visited his offices in New York. . . . Sidney Kaplan was appointed MGM office manager, succeeding Edna Frank, retiring after 30 years of service. . . . The Joy, Lovejoy, Ill., was closed temporarily by David Knox, lessee.

Jimmy Gilliam, son of Tom Gilliam, 20th-Fox regional manager, is now located in Alaska with the Air Force. . . . Bernard Wacholz was named manager, drive-in owned by Kellums, McNeely and Woods, Louisville, Ill. . . . Wilbur Albright, Varsity assistant manager, is back from a vacation visit with friends in California. . . . W. Herschell Eichorn equipped his Roxy, Mounds, Ill., and drive-in near Cairo, Ill., with CinemaScope.

Dismissal of the government's pooling complaint against the Alliance Amusement Company and the Fourth Avenue Amusement Company in the Terra Haute, Ind., district, was asked by theatre attorneys Simon and Collen, in Judge Steckler's court, Indianapolis. An affidavit by S. J. Gregory, Alliance executive, stating any pooling arrangement had been discontinued, was filed.

The Chicago Park Fair's proposed $34,000,000 expositions hall on the lakefront, to be directed by the Metropolitan Fair and Exposition Authority, is a notch nearer realization through support voted by the Illinois legislature. Assistance is also being given by the Chicago Association of Commerce and the Metropolitan Housing and Planning Council. The accomplishment would bring thousands more visitors to the city with additional benefit to the theatres.

Poster artist "Skid" Levine was given his third poster award thus far this year. . . . Paul Ruppel resigned as Philadelphia Daily News editor to become consultant to Zenith in the pay-as-you-see TV project. . . . Mrs. C. Ray Bell, Pix operator, Blue Mounds, Ill., is showing nightly now instead of Saturdays and Sundays only.

Ben Lourie, Columbia division manager, is looking forward to a new production. It's the wedding in June of his son Robert to Florence Rubalsky; New York. . . . Arthur Samore closed for the time being his Ashland, Ashland, Ill. . . . Marvin Raczak has been named manager, Mode, Joliet, Ill.

Toll-TV Enemies Hypo Campaign

Chicago—In a move initiated by Alderman Daniel J. Ronan, 30th Ward, the Chicago City Council voted unanimously to refer a previously approved resolution petitioning the Federal Communications Commission for approval of subscription television to its judiciary committee for public hearng.

At a meeting the same week called by Allied Theatres of Illinois, Inc., and the local Committee Against Pay-As-You-See TV, Chicago area and downstate exhibitors mapped out plans to enlist the aid of Illinois citizens and business groups against toll-TV, and for Chicago exhibitors to urge their aldermen to eventually reverse the City Council resolution seeking FCC licensing. The first retail group to join the opposition is the Chicago Retail Merchants Association, and other business groups are expected to take a similar position. Members were urged again to write letters and pass resolutions addressed to the FCC and the Illinois General Assembly, working at the same time to approach newspapers, radio and TV broadcasters, transportation companies, and many other organizations, to explain at the community level the vital effect toll-TV would have on the American economy.

Jack Kirsch, ATI president, said the outcome depends largely on the grassroots efforts of exhibitors. In a prepared statement the following week, Kirsch attacked the "reckless charges" against motion pictures theatres made by Zenith Radio Corporation, and said that Chicago, home of Zenith's toll-TV system, is kept "in the dark" about the real issues at stake. He referred to a rumor that Zenith has no intention of eliminating advertisers from its coin-box programs, and retaliated to the recent statement by Zenith head E. F. McDonald, Jr., that exhibitors have contributed nothing to entertainment but "colored popcorn," by saying that the color of the "corn" that will fill pay channels will destroy free-TV which, like the theatres, safeguards the freedom of choice. Zenith, he charged, seeks an entertainment monopoly, having persuaded advocates that the coin set will provide the fine entertainment now too costly for advertisers to put on free-TV, oblivious that baseball, for instance, has been one of the joys of free-TV which will likely disappear to the pay channels if they are approved. "Any reasonable person," he concluded, "can figure out that with the tremendous drain on talent to supply existing . . . outlets, toll-TV . . . would put a quick end to free-TV."

Organizations for Free TV were heard from in the Chicago Sun-Times, which published a letter from co-chairmen Trueman T. Rembusch and Alfred Starr endeavoring to refute that paper's pro-toll television editorial policy. They pointed out that the viewer not wishing to pay is deprived of the toll-captured channel, and that in a one- or two-station community a partial or complete TV blackout would result, which is a limitation opposed to the public interest. Millions of Americans, the chairmen said, would be deprived of channels licensed by the FCC with the understanding that they would provide the best programming possible to the consumer.

Research in Illinois and Iowa have disclosed the fact that theatre closings have a deterrent effect on the business of merchants within the theatre areas. This situation was explained by Ray G. Colvin, board member, Council of Motion Picture Organizations, in an address before the Optimists Club, Springfield, Ill. He explained the strong relation between the presence or lack of motion picture theatres in all towns and cities. He advised the businessmen to take further interest in the success of theatres.

Police Commissioner Timothy O'Connor banned the Polish film, "Five Boys from Barska Street," after receiving complaints that the picture contains obsenities. Henceforth the Police Censor Board will not only scan the pictures in foreign films but will have police who understand foreign languages review the dialogue.

Mr. and Mrs. Paul Love, who recently acquired the Star-Lite Drive-In, Shelburn, Ind., highlighted their opening with free admissions. . . . Colonel Henry Crown, industrialist and film financier, and his political leader friend Jack Arvey, will attend the opening of the Hilton Hotel at Istanbul next month. Arvey will also visit Israel.

Claiming shortage of product, Syndicate Theatres shuttered the Vogue, Elwood, Ind., and the Mode, Columbus, Ind. . . . A. Teitel Film Company obtained the distribution of "Court Martial" here, Indianapolis, and Milwaukee. . . . Stanley Lesritz is new manager, Esquire. Al Holec, who had managed the house for several years, resigned to operate a restaurant in Phoenix, Ariz.

Dallas

A new two-story building is to be erected for Columbia Pictures Corporation. Completion is expected by Aug. 1. The Southern Baptist Convention will own the building under a 50-year lease arrangement with Columbia. The investment represents approximately $200,000.

Denver

Barry, 14-year-old son of Mike Stewart, RKO salesman, injured in an auto accident, was in a coma for five days. He is home at present and improving rapidly. . . . The Black Hills Amusement Company has made price changes in most of their 13 locations. They have cut the CinemaScope prices from 75 to 60 cents, and are admitting children under 12 free, when accompanied by a parent, Monday through Fridays. On weekends the children get in for 14 cents. . . . Schumour Theatres have shuttered the Valley, Fowler, Colo. . . . Claude Newell, Metro head booker, is doing two weeks active-duty tour with the air reserve. . . . Robert Smith, partner in theatres at Steamboat Springs and Oak Creek, Colo., has resigned as city manager for J. C. Parker, Dalhart, Texas, and has returned to Steamboat Springs. . . . Melvin Meier has opened his new 250-car drive-in at Lusk, Wyo., and named it the Lusk.

Des Moines

Harley Klemas, assistant manager, Cecil, Mason City, was promoted to manager by Mrs. Tom Arthur following the death of her husband. Klemas completed 24 years with the Arthurs in the theatre business. . . . Roy G. Jones, 74, retired theatre operator, died at Hand Community Hospital, Shenandoah, Ia. He had been in the theatre business for 25 years. . . . The Memorial, Thompson, Ia., has been closed because of poor attendance. The building is owned by the Thompson Legion post, which has opened negotiations for a new operator.

The Strand, Milford, Ia., suffered minor damages when a fire broke out in the rear of the building. . . . Dr. John F. Hardin purchased the lot where the Rialto was destroyed by fire and will build a new theatre. . . . After being closed for more than a year the Iowa, Hopkinton, Ia., has been reopened by Floyd Wall. . . . Howard Clark has taken over the management of the Lyric, West Des Moines. . . . Plans are underway for the annual Variety Club stag-golf outing June 6 at the Hyperion Club. . . . Vance Smith will celebrate his 30th year as an exhibitor in North English, Ia., on July 21.

Los Angeles

Ben Bronstein, who owns and operates the Sun Air Drive-In, Palm Springs, Cal., will break ground shortly for a two-story theatre building to cost $200,000. The seating capacity will be 1300, with a main floor and balcony. . . . Harry L. Plymire, owner, Desert Hot Springs, Desert Hot Springs, Cal., died. . . . Truly Bremer, Universal-International cashier, became a proud grandmother when daughter Dolores had a blessed event in the arrival of a seven-pound baby girl.

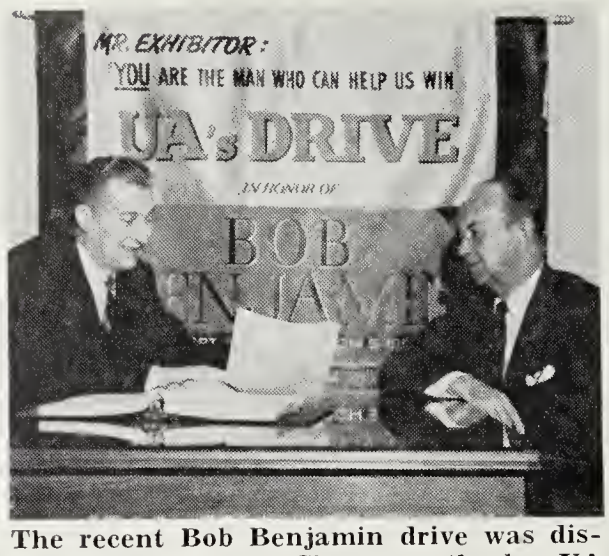
Back from a two-week trek to Arizona on company business was George Tripp, Warners' salesman. . . . Paul D. Flowers, Fox West Coast manager in Santa Monica, Cal., has been honored by being elected president, Wilshire West Business Association, a division of the coast city's Chamber of Commerce.

Mrs. Lois Riddell gave birth to a son, weighing seven pounds and four ounces, at St. John's Hospital, Santa Monica. She is the wife of Jed L. Riddell, TV station KCOP stage manager, and the daughter of Mr. and Mrs. Harold Wirthwein, Encino, Cal. Her father is Allied Artists' western division sales manager. The infant has been named Jed Steven.

Milwaukee

Approximately 250 patrons of the Riverside headed for the open air when a cylinder on a refrigeration compressor in the basement exploded and poured out carbon dioxide gas mixed with oil fumes, but caused practically no damage. A theatre engineer and a fireman were sent to the hospital for a checkup after being given oxygen at the scene. E. J. Clumb, manager, is credited with an orderly exit of the patrons, while Jerry Bierce, theatre treasurer, is credited with saving the engineer's life by getting him out into the open.

Marion Hvasta, manager, Towne, resigned after being manager of the theatre since December, 1952. Prior to that time, she was treasurer. She has been in theatre business for 15 years, and is retiring to move to California with her husband and to be with her parents who reside at Riverside, Cal. Joe Reynolds, who has been manager, Oriental, for many years, is the new manager, Towne.



The recent Bob Benjamin drive was discussed in Kansas City recently by UA branch manager Ralph Amacher, left, and Lloyd Morris, buyer, Commonwealth Circuit, which operates theatres in Kansas, Arkansas, Iowa, Missouri, Nebraska, and South Dakota.

Gordon Hewitt, general manager, Fox-Wisconsin Amusement Corporation, and Al Camillo, booker, just returned from a regional meeting of Fox Theatres at Denver. . . . Sam Kaplan, Al Dezel, Inc., Chicago, was in drumming up business for his Chicago exchange. . . . Betty Watters, Jam Handy, Detroit, planed in from the coast where she attended the Variety Club's convention. She stopped off at Omaha where she conferred with Bennie Benjamin, Screen Guild, who is handling the Jam Handy General Motors picture for distribution in Wisconsin and upper Michigan.

Kroger Babb, Hallmark, Hollywood, advises that "Karamoja" will be rebooked at the Palace, here, in the near future as the difficulties regarding censorship have been straightened out. . . . Projectionist members of local 394, IATSE, were picketing three Marcus Theatres in Appleton, Beaver Dam, and Oshkosh, Wis., in what the union termed a lock-out resulting from a contract dispute over a two man booth.

The Superior, Superior, Wis., which has been closed for some time by Bennie Berger and Sam Halpern, Minneapolis, owners, are undecided whether to return the theatre or convert same for commercial purposes. Leo Molitor, recently deceased, was the former owner. . . . Bob Remiker, Polocki and Sons' Plaza, Burlington, Wis., is taking over the buying and booking chores from Jack Richards, who has been granted a leave of absence.

Kent Herbert is the new manager, Campus and Outdoor, Ripon, Wis., succeeding Jack Lightner, who has taken over a management job at Michigan City, Ind. . . . Dale Carson, formerly at the Madison, Madison, Wis., is now managing the Badger Outdoor, Madison. He is replaced at the Madison by E. E. Johnson, who was manager, Strand, that city.

James Champine, formerly of Fox's Palace, Milwaukee, is now managing the Odeon, Beaver Dam, Wis., for the Fox Circuit. . . . The Falls, Black River Falls, Wis., served coffee and doughnuts to patrons as part of the observance of "Go To The Movies Month." . . . Oliver Trampe, chief barker, Wisconsin's Variety Club, was unable to attend the Variety Club convention in Los Angeles due to a recent illness which confined him to the hospital. We are happy to advise that Ollie is back at work at the Allied Film Exchange.

Gran's Century, here, is promoting their Foreign Film Festival, which started on May 4, and will continue this policy for every Wednesday and Thursday thereafter. . . . C. J. (Fay) Dressell, branch manager, RKO, Minneapolis, was in negotiating deals for Marcus Theatres in northern Wisconsin.

During the engagement of "Gang Busters" at the Palace, Bennie Benjamin, Screen Guild, and Harry Boesel, Fox's Palace, presented Chief of Police John W. Polcyn, Milwaukee, with the Phillip B. Lord award of merit. The award is for outstanding contribution to law enforcement.

Minneapolis

Lauren Garnant closed his Leroy, Leroy, Minn., and Arthur McClarin closed his Roxy, Hinckley, Minn., because of poor attendance. . . . Closed for the summer was the Watertown, Watertown, Minn., operated by Mr. and Mrs. Alfred Van Tassel. . . . An electrical fire at the Hilltop Drive-In damaged the building housing the screen and put the theatre out of business for the night. Firemen estimated the damage at $1,000. . . . "Cinerama Holiday" will open at the Century, Minneapolis, following the record-breaking showing of "This Is Cinerama." . . . Irving Marks, branch manager, Allied Artists, took his sales staff to North Dakota to saturate "Seven Angry Men."

As a gimmick for "Tight Spot" when it played the RKO Orpheum, St. Paul, manager Russ Stephens had a handcuffed damsel in the outer lobby. There were about 100 keys in a box from which to select one key and find if it worked. Those persons freeing the girl from the "tight spot" received tickets to the theatre.

M. A. Levy, 20th-Fox midwest district manager, was in Des Moines on routine business. . . . Burt Zats, booker, Independent-Lippert, was married to Marjorie Cohen. . . . Ben Marcus, Columbia midwest district manager, was in. . . . Irene Christopherson, inspectress, Warners, vacationed in Florida. . . . Ema Fenske, MGM cashier, entertained the exchange's sewing club at her home. . . . E. G. Fitzgibbons, Paramount exploiteer, was in from Chicago for "Strategic Air Command."

Oklahoma City

President Albert Sindlinger, Sindlinger and Company, Inc., business analysts, Ridley Park, Pa., arrived in Enid, Okla., to conduct an eight- to 13-week study of local entertainment habits. In its first phase, the study will be confined to lobby

and drive-in interviewing to determine audience characteristics. Later, interviewing is conducted scientifically on a sample of families in the theatres' drawing area; "recorded depth" interviewing completes the analysis. The Enid market study is sponsored by Video Independent Theatres and the Association of Theatre Screen Advertising Companies. An Oklahoma City survey was begun several months ago by Sidlinger and his field staff members.

Reggie Pappas, secretary to branch manager C. H. Weaver, Paramount, spent the weekend at Lake Murray. . . . Dave Speake, Paramount booker, and Fran Johnson, Paramount contract clerk, are vacationing. . . . Yvonne De Carlo and Zachary Scott were in for a personal appearance at the Center for the opening of their latest picture, "Shotgun," made by AA.

The K. Lee Williams Theatres, Inc., have changed the name of the Nashville Auto Theatre, Nashville, Ark., to the Howard Auto. . . . J. B. McKenna, Oklahoma, Norman, Okla., has opened a new drive-in in Perry, Okla., and has named it the Chief Drive-In. . . . The wife of S. B. Rucker, cashier, Paramount, underwent an appendectomy. . . . Mrs. Melba Keel, biller, Paramount, is confined to her home with a broken arm. She fell from a ladder while helping her husband paint their new home. Mrs. Delveta Armstrong, former biller, is now back on the job for a few weeks pinch-hitting for Mrs. Keel.

George Pomeroy, formerly of Oklahoma City, but now operating theatres in Amarillo, Tex., who won a $4,000 federal court judgment a few weeks ago, filed another suit in U. S. District Court here to collect $30,000 in insurance from eight different insurance companies. The suit stems from a fire that destroyed Pomeroy's local Frontier on May 23, 1954. Pomeroy won the earlier suit against the Cimarron Insurance Company of Kansas. In the recent suit filed, Pomeroy is asking $8,393 from the American Equitable Assurance Company, New York, and $1,992 from the National Union Fire Insurance Company, Pittsburgh. He is asking $2,992 from each of the following companies: Royal Insurance Company, Ltd., Liverpool, England; Phoenix Insurance Company, Hartford, Conn.; North River Insurance Company, New York; Federal Insurance Company, New Jersey; Firemen's Fund Insurance Company, California, and Home Insurance Company, New York.

The Harber was closed for two days to install a new wall-to-wall seamless screen, which theatre officials say will give the largest picture in Oklahoma City. Reopening May 25, the new large screen will be used for the first time in showing "Strategic Air Command," photographed in Paramount's new VistaVision process. Cooper Foundation officials reported it was necessary to knock out and move two structural walls in the theatre to provide space for the enlarged screen.

St. Louis

Mrs. Norton J. Eversoll was installed as president, Better Films Council of Greater St. Louis, Inc., at a luncheon celebrating the Council's 25th anniversary. Mrs.

A lifetime gold pass and National Theatres, Inc., first retirement check was recently presented to George Bowser, former general manager, Fox West Coast Theatres, by, left, Elmer C. Rhoden, president, as John B. Bertero, right, looked on. Bowser first started in show business 40 years ago with Skouras Brothers in St. Louis.

Gustav F. Goetsch, retiring president, presided. Special guests at the luncheon included heads of theatre circuits, theatre managers, and others. The other officers were installed by Mrs. Arretus Franklin Burt, founder and honorary president. They are Mrs. George O'Sullivan, first vice-president; Mrs. John Sutherland, second vice-president; Mrs. T. G. Eggers, third vice-president; Mrs. Andrew Jones, fourth vice-president; Mrs. John A. Menniges, fifth vice-president; former State Senator Milton A. Napier, sixth vice-president; Mrs. Ernest S. Robson, recording secretary; Mrs. Adolph F. Reinecke, corresponding secretary; Mrs. Frank Kennedy, treasurer; and Mrs. P. L. Speckart, auditor.

In Herrin, Ill., funeral services for Bart Meinardi, 75, father of John Meinardi, district manager, Fox Midwest Theatres, were conducted at Johnson Funeral Home here. . . . The threat of another concerted effort by Archbishop Joseph E. Ritter, local Archdiocese of the Catholic Church, to curb attendance at some theatres because of their film programs is seen in an official pronouncement by the local Legion of Decency carried in a two-column box layout on the first page of the St. Louis Register, official Catholic weekly newspaper. "Just six months ago all the faithful made the pledge of the Legion of Decency; they promised to form a right conscience about pictures dangerous to their moral life; and they promised to stay away from them. Finally, they promised to stay away altogether from places of amusement which show such pictures as a matter of policy. Currently, a concert effort seems underway to flood the entertainment world with pictures that are an outrage to true Christian morality. Consequently, during this month of May, it is most opportune to renew the pledge and to carry it into effect by consulting the church or school bulletin board for the rating of current shows; by attending only A-1 or A-2 movies and remaining away from all others; and by refraining from patronizing all places of amusement that show condemned movies as a matter of policy."

Larry Starsmore, right, president and general manager, Westland Theatres in Colorado, Nebraska and Oklahoma, is seen with Bud Austin, United Artists' Denver branch manager, discussing product during the recent Bob Benjamin Drive.

In Oakland, Ill., the Oakland, owned by the estate of Hugh McGregor, who died at Arcola, Ill., recently, will be closed on May 28 for an indefinite period, according to an announcement by the theatre management. . . . In Paris, Ill., the Paris was closed, apparently for the summer season, by its owner, Leon Jarodsky, one of the pioneer exhibitors of southern Illinois. . . . In Lovington, Ill., Hal A. Bowers, owner, Town, which was the scene of a booth fire, has indicated that the theatre will not be reopened until next fall.

In Pleasant, Ill., the Ace, owned and managed by H. F. Wall, has been closed. Wall has indicated that this time the closing may be permanent. He blamed television and other competition. . . . In Carbondale, Ill., Bill Waring, Jr., is widening the screen of his Waring's Auto Theatre to 80 feet. He has also purchased Simplex X-L mechanisms and Ultra Panatar lenses from the St. Louis branch of National Theatre Supply.

Sharon F. Knickmeyer, sophomore at Fontbonne College, Clayton, Mo., was chosen Miss Missouri of 1955 and will represent this state in the Miss America contest at Atlantic City in September. Miss Knickmeyer, 19, was crowned by Miss Lee Meriwether of San Francisco, Miss America of 1955, in ceremonies at Fanchon and Marco's Fox.

The St. Louis Amusement Company in its anti-trust suit against Columbia, Loew's, Inc., and Loew's Dayton Theatre Corporation, operator of Loew's State, pending before Federal Judge George H. Moore, has filed a request for a jury trial of the case. The action grew out of the showing of "The Caine Mutiny" at Loew's State instead of the plaintiff's St. Louis. Damages sought were only $7,000, or a total of $21,000 under the anti-trust acts. . . . Bill Heckenkamp, Paramount booker, started his vacation. . . . MGM Workshop invitations have been sent to exhibitors of this territory. The workshop, last in the company's series, will be staged at the Chase Hotel here on June 6. The usual format will be followed.

Gene Beckham, salesman, National Screen Service, returned home from St. Joseph Hospital, Alton, Ill. . . . A daughter of Mr. and Mrs. Demetrious James and granddaughter of Tommy James, owner, Comet, Strand, and Douglass, was christened at the Greek Orthodox Church of the Assumption. . . . Herman Gorelick,

Realart, called on exhibitors in Harrisburg, Herrin, Carmi, Flora, Fairfield, Benton, Olney, and Vandalia in a swing through southern Illinois. . . . Arch Hosier, St. Louis Theatre Supply, back from the Lake of the Ozarks meeting of KMTA and MITO, took the road for a trip to Metropolis, Ill.

Four RKO starlets were here plugging "Son of Sinbad," which will have its world premiere at Fanchon and Marco's Fox on May 31. . . . The Janet closed, at least for the summer season.

Mrs. Lena Kiesling, grandmother of Reta Brusselbach, RKO office staff, died. . . . The world premiere of "Pearl of South Seas" is slated for the Fox on June 28. Virginia Mayo will be here personally for that big event.

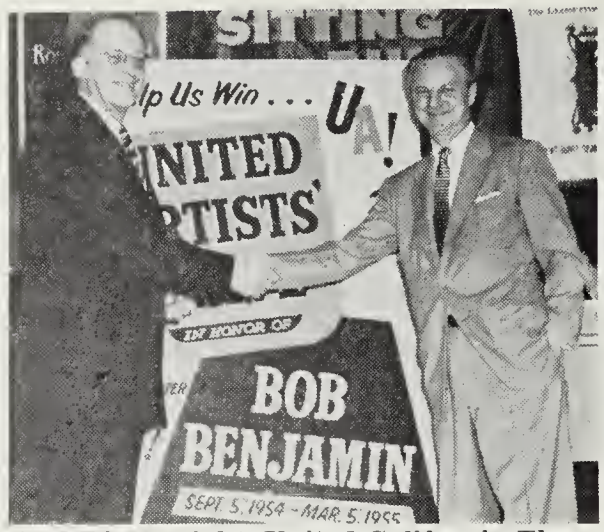
Herman Bamberger is manager, Wehrenberg Circuit's 66 Park-In, while Charles Fleming is manager and George Robinson, assistant manager, South Twin Drive-In. . . . Stu Tomber, Rio Syrup Company, said his company will design, equip, and install the concessions at the drive-in Adolph P. Meier, Cuba, Mo., is building near Cuba, due to open soon. Rio will also design and install the concessions department for the Holiday Hills amusement park.

Vac Freedman, formerly of New York City, has assumed his new duties as managing director, Ambassador. Russ Russo, formerly with the Music Hall, Detroit, is house manager. . . . Clarence Turley, part-owner, Ambassador and Missouri theatre and offices, is a member of the finance committee for the St. Louis bond issue campaign, while Edward B. Arthur, general manager, Fanchon and Marco-St. Louis Amusement Company Circuit, heads the motion pictures committee.

In Barlow, Ky., M. L. Fondow closed his Lyndel for an indefinite period. . . . In New Athens, Ill., the Town, owned by A. Keuss, Jr., will be closed on June 1 for the summer season.

In Dexter, Mo., Miss Anne Weeks, daughter of Mr. and Mrs. Charles H. Weeks, owners, Weeks, is engaged to Lieutenant John Deghuee, Air Force, the wedding to be early in June, with Rev. Slay, pastor, Sacred Heart Church, performing the ceremony. . . . The annual installation luncheon meeting of the Better Films Council of Greater St. Louis, Inc., will be held May 20 at the Sheraton Hotel. A special program has been planned since this is the 25th anniversary of the Council, the first of its kind in the world.

E. Perry Steinkopf, 61, Belleville, Ill., projectionist, Washington, Granite City, Ill., for the past 25 years, died at St. Mary's Hospital, East St. Louis, Ill. His wife, a daughter, two sisters and a brother survive. . . . Dave Wallerstein and Arthur Goldberg, Balaban and Katz Circuit, and Douglas Kennedy, Publix Great States, came down from Chicago to inspect the widened screen and other improvements at the East St. Louis Drive-In, and saw other Publix theatres in East St. Louis, Edwardsville, Alton, and Wood River, Ill. . . . Paul McCarty, McCarty Theatre Supply, went to Linden, Iowa, to attend funeral services for his father-in-law, George Barry, who died there recently.



Fred Dixon, right, United California Theatres buyer, is seen with San Francisco United Artists' branch manager C. Frank Harris during the recent Bob Benjamin Drive.

San Antonio

Police were holding three juveniles, part of a band which wrecked the Progresso, Spanish-language theatre. Felipe Garza, manager, estimated the damage at more than $200. He surprised the juveniles in the projection room before the theatre opened. They had jammed machines, opened reel cans, and scattered film and admission tickets through the building. Missing was a $20 penny candy machine. . . . Officials of the Interstate Theatre Circuit will be hosts to Maxine Cooper and Elyse Novy, of the new Spillane thriller, "Kiss Me Deadly."

Through arrangements with station KENS-TV, Walt Disney is presenting a copy of the film "Davy Crockett, King of the Wild Frontier" to the Daughters of the Republic of Texas. It will be kept in the Alamo, where Crockett lost his life. . . . The Prince has installed a new screen and scheduled CinemaScope productions in the weeks ahead. . . . One of the newest and most modern snack bars in the southwest has been installed at the Alamo Drive-In, to be opened soon.

Jimmie Stewart is scheduled to make a personal appearance for his new Paramount picture, "The Man From Laramie." . . . Federation of Catholic Parent-Teacher Clubs sponsored the showing of "The Immortal City" at the Josephine. . . . Lynn Krueger, manager, Majestic, was gifted with an engraved cigaret lighter by students of Trinity University here at a special showing of "A Man Called Peter" to which the students were invited. . . . Eph Charinsky, president, Southern Theatres Co., returned following a trip to New York where he was elected to the board of the National Jewish Welfare Board.

Don Mahoney, Texas TV and motion picture star, is making a series of personal appearances, conducting a talent contest with winners to appear on a TV station and to be given a five day vacation for two at the Mayan Ranch, Bandera, Tex.

Tom Powers, manager, Texas, has a Marine Corps industry and friendship award placque posted in the inner lobby. Powers was a Marine during World War II. . . . Stewart Dunlap, brother of Gordon B. Dunlap, manager, Clasa-Mohme film exchange, was in for a visit. . . . Pedro Gonzales-Gonzales, former local boy, returned for the fourth annual Cerebral Palsy telethon at the Municipal Auditorium. Now a motion picture actor, Gonzales got his big break at the first telethon and has returned each year to participate in the event.

Al Lever, manager, Interstate Theatres, Houston, Tex., announced that the South Main Drive-In has completed construction of a new formula screen. The screen, one of the largest in the south, "guarantees better reflection and a brighter, sharper image." The installation will enhance CinemaScope and other wide angle projection. . . . 20th-Fox's new building at Houston, Tex., is expected to be completed and ready for occupancy around July 1.

Claude Ezell, president, Claude Ezell & Associates, purchased the Jefferson Drive-In, Dallas, and the Pike Drive-In, Fort Worth, from Harold Gibbons. Ezell is exercising options to purchase the land on which the drive-ins are operated and will make improvements in both. . . . CinemaScope has been installed at the Rancho Drive-In, Denton, Tex. . . . Construction will be started in July on a balcony for negro patrons at the Texas, Nacogdoches, expected to seat 200 persons, according to Bill Hardy, manager. . . . A 28-foot CinemaScope screen has been ordered for the Texas, Denton, Tex., according to Gene Hughes, manager.

Lloyd Hutchins of the 84 Drive-In, Amherst, Tex., has announced the installation of CinemaScope and a playground for kiddies. Other improvements include regraveling of the ramps and remodeling of the snack bar. . . . The Corral Drive-In at San Saba, Tex., has been reopened for the season. The drive-in was overhauled with reconditioned platform and screen, and newly graveled grounds. . . . N. F. Horner, owner and operator of the Horn Drive-In, Waller, Tex., has reopened for the season. CinemaScope has been installed. . . . Charles M. Odell, first assistant manager to Homer McCallom, Loew's State, Houston, Tex., has been transferred to New Orleans, La. O. B. Bridges, second assistant manager, will carry on for Odell.

CinemaScope equipment has been installed in the Liberty, Joy, Palace, and Harlem, and at the Rose Garden Drive-In, Tyler, Tex., operated by the S. G. Fry Theatres. . . . Mr. and Mrs. George M. Hight have purchased the Linda, Whiteright, Tex., from Frank Gillespies. The Hights' operate the Arcadia, Bells, Tex. . . . The Como, Fort Worth, Tex., has been taken over by K. L. Cremean, who also operates the Hico, Hico, Tex. . . . Mr. and Mrs. M. A. Hardie are new owners and operators of the Alvarado, Alvarado, Tex. . . . Robert Fry, Fry Circuit, Tyler, Tex., has been elected to the board of education at Tyler. . . . CinemaScope equipment has been installed at the York, Yorktown, Tex.

CinemaScope equipment has been installed at the Tower Drive-In, New Braunfels, Tex.

NEWS OF THE Territory

Boston Crosstown

Edward Lider, president, Independent Exhibitors, Inc., of New Engand, called a meeting of the drive-in association to report on the progress of the insurance committee which is seeking a re-appraisal of the insurance rates for workmen's compensation in the Commonwealth. As it stands today, the Commissioner of Insurance in the Commonwealth has placed drive-ins under the same classification as parking lots, garages, restaurant lots, and other hazardous businesses, with the same insurance rates. The committee is seeking to have the Commissioner place drive-ins in a special classification of its own with lower insurance rates. To back up its appeal, the committee has furnished the commissioner with statistics of actual experiences in drive-ins over the past 10 years. Should the Commissioner change the classification and go along with the contentions of the committee, every drive-in in the country could be favorably affected by the lowered insurance rates.

Everett V. Douglas, owner, Brookside, Bridgton, Maine, is now doing his own buying and booking. . . . As is his usual custom each summer, Frank Foggia is closing the Opera House, Woodland, Maine, for the summer months. . . . Harold Key, owner and manager, Jay Hill Drive-In, Wilton, Maine, who is also the principal of the Wilton High School, took his senior class of students to New York City for an educational tour.

Allen Stoughton, co-owner, White Mountain Drive-In, North Conway, N. H., has returned from his winter in Florida to open the ozoner on a weekend policy, changing to a full time policy the last of June. . . . The Olympia, Bangor, Maine, formerly leased to Ted Limberis, is now leased to Mrs. Bertha Robinson on a sub-run double-feature policy. Her brother, Norman Kamin, is the manager. . . . Louis Krasnow, manager, Astor, Boston, has been ordered by his doctors to rest at home for a couple of weeks. He is replaced at the Astor by the assistant, Harry Mendiloff.

Talented Toni Russo, manager, Interstate Theatres, drew an attractive poster announcing the second industry golf outing to be held June 13 at the Woodland Golf Club, Auburndale, Mass., which was sent out to all industryites. The flyers caused great amusement in the district, with Toni receiving high credit for the imagination displayed and the expert art work involved. . . . Larry Laskey, who has been laid up for several weeks, is now back at his desk at the E. M. Loew Circuit. . . . Mrs. Ted Fleisher, wife of the president, Interstate Theatres, was installed as president, Noemi 11, United Order of True Sisters, at the Hotel Kenmore.

Samuel Pinanski came back from his Californian trip in time to act as toastmaster at the installation of officers of the Sentry Lodge of B'nai B'rith at the Hotel Bradford Roof. Out-going president George Roberts was given a Longine wrist watch as a token of esteem from the Lodge for his outstanding service as president for the past two years. Harry Segal, UA branch manager, was installed as president, with Quincy Abrams, a past president of the Grand Lodge of District I, coming on to officiate at the ceremonies. Citations for meritorious service were given to Henri Schwartzberg, Sam Levine, Arnold Dunne, Harry Segal, and Julius Meyers.

Two Spillane girls, Marion Carr and Yvonne Doughty, who are in "Kiss Me Deadly," UA's latest Mickey Spillane thriller, will visit Boston ahead of the playdate for the film for interviews with the local press. Joe Mansfield, UA publicist, made the arrangements. The film opens at the State and Orpheum on May 27. The following day, Joe Longo, RKO publicist, is bringing in four "Sinbadettes" from "Son of Sinbad" for the usual press and radio coverage.

An order for a Display Console Manley popcorn machine has been placed in the Manley Boston office for the new Clinton Drive-In, while a Manley Aristocrat model and a Stadium model have been ordered by the ABC Vending Company for two of their installations. . . . Connie Russell, Sr., veteran theatreman, is back at his desk at the Bijou, Bangor, Maine, after a serious operation at the Bangor Hospital. His son, Connie, Jr., who operates both the Bijou and the Park, Bangor, took off for the upper regions of the state for a fishing expedition.

Eliminations announced by the Bureau of Sunday Censorship included: "The French Touch," parts 1 to 9 (Deletions: eliminate dialogue, the words "trollops," "tramp," and "tart," that appear in part 2; eliminate all views of Mario in his pajamas, as he is later revealed in Esmonde's apartment where he has been staying all night under the guise of keeping a hairdressing appointment in part 3; eliminate word, "tramp," in part 3; eliminate dialogue, "a trollop," in part 4; eliminate dialogue, "old bag," that appears in part 5; eliminate word, "tramp," that appears four times in part 5; eliminate dialogue, "and it started between her bed sheets," in part 5; eliminate the sequence depicting Mario entering Esmonde's apartment and their appearing together in her bedroom, eliminate all views of Mario pointing to the indentations in her disarranged bed, in part 7. Times Film.

John Feloney, who resigned as branch manager, 20th-Fox, has joined Buena Vista and is selling film accounts in Boston and New Haven, dividing his time between the two cities. He is working under Herbert Schaefer, branch manager. Buena Vista's next release, "Lady And The Tramp," is penciled in for a mid-July playdate at the Keith Memorial. The best of luck to Feloney in his new venture.

A new buying and booking organization for drive-ins in this area has been opened at the Statler office building by Joseph J. Schmuck and associates, and is called the Drive-In Theatre Associates of New England, Inc.

The Star, Newmarket, N. H., has been turned into a warehouse by the owner, Peter Turcotte. The theatre had been playing one night a week showings. . . . Preparing for his expected summer trade, Hud Conway, Gem, Vinal Haven, Maine, is now on a new policy of two weekly changes of programs. . . . Ronald Currier, new owner, Key, Meredith, N. H., is now handling his own buying and booking. . . . Bob White, new owner, Wiscasset, Maine, theatre, is undecided whether to reopen this summer. He is in Nova Scotia at present as an engineer with the telephone company.

When the Den-Rock Drive-In, North Andover, opens in mid-June it will be equipped with RCA projection equipment installed by Capitol Theatre Supply with Charlie Fish, chief engineer, supervising the entire project. The theatre is owned by the Shay brothers of Andover. . . . Don Falco, salesman, Capitol Theatre Supply, has left the Pratt Diagnostic Hospital where he took a series of medical tests, and is convalescing at his home in Cochituate. He has been laid up for several months with a serious illness.

The Hoosac Drive-In, Adams, owned by Charles Morse and Stanley Rothenberg, has been enlarged by 220 cars and a second boxoffice has been installed. The entrance roadway has been widened into four lanes, the layout has been regraded, and the ramps rebuilt. The concession building has a new grille and roll-warmer, and new Century booth equipment has been installed in the projection booth. The theatre is managed by Arthur Rosenbush.

New Haven Crosstown

Irving Hillman had a nice campaign for "Marty" when it played the Roger Sherman. . . . 20th-Fox's "Daddy Long Legs" received good build-up by Morris Rosenthal, Loew's Poli manager, and his assistant, John Young. . . . Herman M. Levy, MPTO of Connecticut, spoke against subscription TV and Robert Hall, former Yale athletic director, was his opponent in a panel discussion held on radio station WELI. . . . Those who were in attendance at the recent city parking hearing included the following: Harry F. Shaw, Phil Gravitz, Shep Bloom, and Irving Mendelsohn.

Meadow Street

From reports upstate, theatre patrons who saw the closed circuit telecast of the Marciano-Cockell championship fight at the Loew's Poli, Hartford, enjoyed the exhibition. . . . Southington Drive-In was set for opening, with 4-lane cafeteria, easy entrance, and quick exit featured. . . . Warner-Merritt, Bridgeport had a sneak preview. . . . Free comic books were given at the kiddies show at the Arch St., New Britain. . . . Embassy, New Britain, had Mickey Mouse 25th Anniversary Birthday party for the youngsters. A free Mickey

WANTED, A THEATRE IN N. E.

Mon and wife with over 20 years' experience would like to take over a closed theatre in New England Territory where they could earn a living without investing too much money. Would consider an open theatre on percentage.

Write to BOX 167
M. P. EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

Mouse birthday photo was given to the children attending. . . . Lake Drive-In had another Western Round-Up show with talent from TV channel station 53 providing the acts. . . . The annual Motion Picture Theatre Owners of Connecticut golf tournament will be held July 26 at the Racebrook Country Club. Co-chairmen are George H. Wilkinson, Jr., and Harry Feinstein, and Al Pickus is the gift chairman. The program will be the same as in previous years: luncheon, golf, and the banquet.

Circuits

Loew Poli

Lou Brown, publicity director, was in Bridgeport, Waterbury and Hartford. . . . Horrow shows were held at the Loew's Poli, Waterbury, and Globe, Bridgeport. . . . Tony Masella cooperated with the Meriden recreation department in sponsoring a marble-shooting contest with the winner and runner-up to get awards on the stage of Loew's Poli Palace. . . . Palace, Meriden, had "Glass Slipper Contest" in Meriden Journal.

Connecticut

Hartford

The 4200-seat State, Connecticut's only combination stage-film house, closed for the summer. Theatre reopens around Labor Day.

Additional delays appeared for the long-projected George LeWitt drive-in at the intersection of Route 5 and Deming Road, Berlin. The town's planning commission voted to ask the Board of Selectmen what further action can be taken to block construction of the theatre. Commission chairmain James Godfrey asserted that a drive-in on the site would cause traffic congestion. . . . The Manchester Elks took over the Stanley Warner State, that town, for a one-evening vaudeville performance at $1.50 top. . . . Hector Frascadore, E. M. Loew's Farmington Drive-In, used some clever lines for his "Young at Heart" newspaper ads. Copy was "Like Girl Goes with Boy, Like Helen Goes with Troy, Like Cleo Goes with Patra, Doris Goes with Sinatra!"

Teresa Locatelli, East Hartford Drive-In, had special gifts for women patrons on Mother's Day. . . . Maurice Shulman has a new dinnerware deal at the Rivoli and Webster. . . . Martin Kelleher, Princess, started a new weekend children's admission scale, with two youngsters under 12 admitted with one admission before 1 p.m., Saturdays, and before 2 p.m., Sundays. Theatre is a downtown, subsequent-run situation. . . . Jack Sanson, Stanley Warner Strand, has set up special lobby and front displays for "Stanley Warner Spring Festival of Hits."

Sperie Perakos, Perakos Theatre Associates, has announced appointment of Melvin Siegel, formerly with ABC Vending, as manager, P-T-A's Southington Drive-In, Southington. Latter project, built by Ames Construction Company, Hartford, at a cost over $200,000, had a May 18 opening.

Joe Spivack, State, New Britain, booked in a first-run attraction, "Eternal Conflict." The subsequent-run house has a new dinnerware deal. . . . New speakers have been installed at the Portland Drive-In, Portland. . . . Ed O'Neill, Associated Management Corporation, has a new "Get Home Early" policy in effect at the Bridge Drive-In, Groton, with feature screened first on Tuesday nights. . . . Sal Adorno, M and D Theatres, is now offering daily "Middletown Movie News and Information," via DI 6-2422, that city. Service provides information for the Adorno Middletown houses, including the Palace, Capitol, and Middlesex, and should be an excellent attendance booster.

Stratford

Decision on a request by James B. Sniffen for a reversal of the Stratford Planning Board action, which denied him a waiver for a drive-in on South Main Street, was reserved last week by the Board of Zoning Appeals. Opponents to the Sniffen petition included Albert M. Pickus, owner-operator, Stratford, and a TOA vice-president.

$4,000,000 Damages Sought In Two Anti-Trust Actions

CONCORD, N. H.—Anti-trust suits have been filed in Federal court here to the tune of $4,000,000 against eight major motion picture producing and distributing companies.

Warners, Paramount, Loew's, Inc., 20th-Fox, RKO, United Artists, U-I, and Columbia are defendants in the suits which charge violations of the Sherman and Clayton Anti-Trust Acts.

One suit was brought by Baruch S. LeWitt and Margaret L. Gloking, owners and operators, Arch Street, New Britain, Conn., and the second suit was brought by Miriam Z. LeWitt, owner and operator, Strand, Plainville, Conn. Both actions contain three counts each and both ask $2,000,000.

The complaints charge that the producers and distributors combined unlawfully, and conspired to restrain and monopolize interstate trade in motion pictures, and to eliminate competition by means of controls on production, distribution and prices. A jury trial is asked in each case.

The law firm of Devine and Millimet represents the plaintiffs, and Wyman, Starr, Booth, Wadleigh and Langdell, Manchester, Conn., represents the film companies.

A contract is lined up by Sam Seletsky, left, booker and buyer, Smith Management Corporation, and United Artists' Boston branch manager Harry Segal during the recent Bob Benjamin drive.

Winsted

The case of the Torrington Drive-In Corporation against Theodore Zolli, Torrington, was settled out of court with terms not disclosed. Before Judge John H. King, the case got under way in Winsted Superior Court with the drive-in concern seeking $50,000 damages, claiming breach of contract and faulty construction at the theatre, situated in Burrville. The plaintiffs had charged that there were landslides from nearby embankments, which clogged gutters and led to faulty drainage conditions. The defense charged that there was no breach of contract because plans and specifications which the plaintiff was to provide under terms of a contract were never supplied.

Massachusetts

Springfield

Al Clark, manager, Bijou, used a tried and always effective means of telling Springfield that Columbia's "5 Against the House" was playing the Bijou. Clark prepared 4,000 paper bags with imprinted cast and credits information, and lined up eight supermarkets who used the bags two days prior to the opening of the picture.

Worcester

Loew's Poli New England circuit has sold the Elm Street for $152,000 to Bertram and Lena Handleman, real estate investors, who will demolish the theatre and erect a multi-deck parking garage.

New Hampshire

Manchester

Bernie Menschell and John Calvoressci, operators, Manchester Drive-In; the Star, Hartford; and Plainfield, Plainfield, said last week that they are prepared to branch out. "We're looking around for more theatres now, both hardtop and drive-in varieties," the partners' statement said. "The movie business is going to boom again, we're sure of that. People are tiring of television and the low grade movies they use. They're starting to come back to the theatres and before long things will pick up considerably."

Meredith

The Key placed a line in its ad for "Cell 2455, Death Row," that it was not recommended by the theatre for children.

Nashua

The Park gave away free comic books to school children patrons and held a big kiddies auction on their stage at a special Saturday showing during a week while school was in recess.

Newington

The Newington Outdoor Theatre has held its grand reopening with free treats to all who attended the first show of the season.

Rhode Island

Providence

The Hope, East Side neighborhood house, has been staging a series of yo-yo contests at Saturday matinees, with the grand prize being an Armstrong English bicycle. The same type of promotion is also being featured at The Castle, in the Mount Pleasant district, in the effort to boost kiddie attendance substantially.

NEWS OF THE Territory

New York City

Crosstown

All hapless male citizens who escaped the siren call of spring had their red corpuscles recharged when a 52-foot high figure of Marilyn Monroe went up on the front of Broadway's Loew's State Building. The figure, soaring some four and one-half stories above the marquee, shows Marilyn in the famed billowing skirt pose, a photo which made news-picture history around the world when it was snapped here during filming of location sequences of "The Seven Year Itch," due to open at the State on June 3.

Edward F. Lomba, South African director, 20th-Fox's International Corporation, was in for home office conferences with president Murray Silverstone, as were Albert Cornfield, managing director, Europe and England; and Albert Leonard, 20th-Fox's office in Caracas. . . . Sandra Gordon, secretary to 20th-Fox executive assistant general sales manager W. C. Gehring, was married to Frank Popovich, New York. The wedding was held at the Cathedral of St. Sava.

Max E. Youngstein, vice-president, United Artists, returned to the home office from England and Europe. . . . Dr. Renato Gualino, president, IFE, returned to Italy after a two-week business trip to the company's New York offices.

James Velde, UA western division manager, left for a one-week visit to the company's California branches. . . . Hazard E. Reeves, president, Cinerama, Inc., left by plane for Paris to supervise the opening of the Empire, in which his company has installed its sound and projection equipment. The Parisian installation is the 19th theatre showing Cinerama productions. Others going over were Harry M. Kalmine, general manager and vice-president, Stanley Warner Corporation, his wife, and Arthur Rosen, assistant Nat Lapkin, vice-president in charge of production, who is special representative of his father, Sam Rosen, executive vice-president, Stanley Warner Corporation.

Steve Broidy, Allied Artists president, came in from the coast for conferences with Edward Morey, vice-president; Morey R. Goldstein, vice-president and general sales manager; and Norton V. Ritchey, president, Allied Artists International.

Marvin Kirsch, Radio Daily executive, and Harold Rinzler, Randforce Theatres executive, have been appointed co-chairmen of the Fourth Annual Film Industry Golf Tournament being sponsored by New York's Cinema Lodge, B'nai B'rith at Vernon Hills Country Club, Tuckahoe, N. Y., on June 9. Martin Levine is chairman of the event, and committee members include Dave Bader,

Glenn Ford recently signed a five-year contract with MGM following his roles in "Blackboard Jungle" and "Interrupted Melody," and on his first visit to the home office was surrounded by the girls of the publicity, advertising, and exploitation departments.

Herb Berg, Dave Dash, Jack Hoffberg, Milton Livingston, Don Mersereau, Alan Robbins, Burton Robbins, Norman Robbins, Milton J. Salzburg, and Cy Seymour. Reservations are being accepted at the Cinema Lodge office for the tournament and banquet dinner which will conclude the events of the day.

Brooke Dennis, director, Barbizon School of Modeling, and Lester Grady, member of the Paramount home office publicity department, were married on May 22 at the Community Church.

John Glass, general manager, Hoyt's Theatres, Ltd., Australia, arrived from London enroute to Los Angeles on a business trip. Spyros P. Skouras, president, 20th-Fox, presented a dinner in his honor at the Metropolitan Club, which was attended by top company and industry figures.

New Jersey

Newark

On recent Saturday matinees, the Ritz, Elizabeth, N. J., presented on the stage, Di'Zinno's Accordion Band, and a Kiddie Review. . . . The DeWitt, Bayonne, N. J., presented a Punch and Judy show for the children.

The fourth week winners in the Stanley-Warner Spring Festival Drive were Al Barilla, Union, Union, for the best adult activity, and Morty Bratter, manager, Millburn, Millburn, for the best children's activity. The April winners for the best overall series of promotions were, first prize, George Kemp, manager, Montauk, Passaic; second prize, Diane Gordon, manageress, Central, Jersey City; and third prize to Adolph Finkelstein, Embassy, Orange.

Miss Diane Gordon, manager, Central, Jersey City, has been promoted to become manager of the Oritani, Hackensack. She was feted at a luncheon by the merchants and notables of the city of Hackensack.

Anne Hamill, Stanley-Warner contact department, celebrated a birthday on May 14.

The Marciano-Cockell championship fight was telecast at the Branford, Newark; Fabian, Paterson, and Stanley, Jersey City.

New York State

Albany

Area prize-fight enthusiasts had their pick of two theatres, Grand, Albany, and Proctor's, Troy, for the closed circuit telecast of Marciano-Cockell world heavyweight championship contest. Both houses charged $3.30, tax included.

Teen-age "rock 'n roll" exuberants welcomed the news that Bill Haley's Comets would give two performances in the Grand on May 24. Admission was set at $1.50. It was reported that an Albany music salesman arranged with Paul Wallen for use of the theatre that evening. . . . Fabian's Plaza, Schenectady, presented a stage-and-screen horror show at Saturday midnight. Admission was $1.

The Variety Club annual golf tournament has been tentatively set for June 6 at the Shaker Ridge Country Club, Colonie. A dinner in the attractive clubhouse will climax the day. The committee comprises Aaron and Nate Winig, who are also members of Shaker Ridge; Ken Farrar, Norman Jackter, and Chief Barker George H. Schenck.

The Variety Club finalized its decision to occupy new quarters in Sheraton-Ten Eyck Hotel when officers signed a three-year lease on a large section of the former first-floor Rose Lounge. Chief Barker George H. Schenck and his associates did so after inspecting the site with managing director George B. Chelius, Jr., a Tent Nine member, and discussing details about furnishings and decorations. The move-in date will be Sept. 1. A house committee consisting of Jack Goldberg, MGM manager; Lewis A. Sumberg, film attorney and club property master; Leo Rosen, manager, Schine-owned Station WPTR; Harry Lamont, former chief barker; and Gene Teper, has been appointed. Palace theatre has been used for five years.

The New York State Association of Motion Picture Projectionists, convening here for one day, voted to oppose toll television. All locals will write letters of protest to the Federal Communications Commission, which is receiving opinions, pro and con, until June 9; also, to television-set manufacturers proposing the pay-as-you-see video plan. Zenith is presumably a special target. James J. Brennan, New York, first vice-president, urged "operators throughout the nation to fight toll television." He predicted it "will close down the small theatres in outlying districts and could very well close down small establishments, such as candy stores and soda fountains, which rely on the theatres' customers for their business." Should the subscription idea for television catch on big, theatre attendance probably would drop, and accordingly, the need for motion picture projectionists would decrease.

Following completion of wide-screen extension and installation of CinemaScope lenses at Sunset Drive-In, Kingston, Harry Lamont pressed forward on similar projects at Riverview Drive-In, Rotterdam, and Vail Mills Drive-In, Vail Mills. . . . Dollar nights are being observed by several drive-ins.

Bill With, Palace manager, arranged with Armour and Company's Albany plant for a gift to the first 100 women attending the premiere matinee of "The Prodigal." . . . Frank Bornhorst is a new night assistant at the Palace. He replaced Mike Maccochiero, who shifted to Mohawk Drive-In.

Menands Drive-In, Albany-Troy road, recently became the scene of Sunday morning community worship, arranged by the pastor of a Troy Baptist Church. Similar services are held from mid-June to September, under the direction of a Glens Falls Lutheran minister, at Jules Perlmutter's Fort George Drive-In, Lake George.

Albany has recently seen plenty of 20th-Fox visitors. C. Glenn Norris, eastern sales manager; Jack Bloom, his aide; Charles Cosco, Buffalo manager; and Izzy Schmerz, Cleveland chief, stopped at Sheraton-Ten Eyck Hotel en route to and from Schine Circuit base in Gloversville, N. Y. Clayton Eastman, Albany manager, accompanied them to Gloversville. Later, Sam Diamond, Philadelphia manager, came here for a meeting with Eastman.

An Albany paper printed a photograph of Jack Goldberg, MGM resident manager, and Mrs. Goldberg boarding a plane in New York for Los Angeles. Goldberg, a delegate from Tent Nine to the Variety Clubs International convention, also planned a visit with his wife to the MGM studios and a trip to San Francisco during the three-week vacation.

Stanley Kositsky, United Artists Buffalo manager; Albany booker Ray Powers; and Albany salesman Burt Toppal put heads together during a visit here by Kositsky. The branch boss also made several circuit calls.

Sanford Bookstein, certified public accountant, who recently served as an officer with the Navy in the Far East, is new treasurer and comptroller, Hellman Enterprises, Inc. President Neil Hellman announced the appointment, effective immediately. Bookstein, a graduate of Wharton School of Finance, University of Pennsylvania, is serving in an official capacity for an organization that operates the recently-opened and swank Town Manor Motor Hotel on Northern Boulevard in Albany, the two-year-old Mount Vernon Motel in East Greenbush, Auto-Vision Theatre, East Greenbush, Lincoln Drive-In, Philadelphia, and Roosevelt Drive-In, Levittown, Pa. Two Hellman indoor houses, Paramount and Royal, here, are closed. Bookstein is a director of Albany Jewish Community Center.

Buffalo

President Constantine J. Basil, Basil Enterprises, has announced the signing of a new long term contract with George H. Mackenna as general manager and managing director, Basil's Lafayette. The contract will run until 1960.

Charlies McKernan, Seneca, and Bill Colson, Niagara, both put on special horror shows at midnight on Friday the 13th and packed 'em in after an extensive advertising program. . . . Balked in a holdup in the Park Drive-In, West Seneca, two masked gunmen fled in a stolen car the other night when an employee of the outdoorer telephoned police. A thug fired a shot at the cashier's cage. Frank Stephen is the owner.

The deadline for filing applications for this year's motion picture operator's examination came and went. City License Director Edwin L. Kantowski announced that the examination, first in Buffalo since December, 1953, will be conducted in two parts under direction of the city's newly appointed motion picture operators' examining board. Stanley Kozanowski, manager, Rivoli, is chairman. Kantowski said the examination is open to all persons having at least six months' practical experience under a duly-licensed operator.

Top brass of the Air Force, as well as Air Force Reserve, Civil Defense officials, radio, TV, and newspaper folk, attended a private screening at the Paramount of "Strategic Air Command," on which E. J. Wall, field representative, Paramount, has been in assisting Arthur Krolick and Charles B. Taylor, UPT, on the advance promotion. . . . Nat Marcus, manager, Warners branch, issued invitations for a special screening of "Mr. Roberts," in the Center, which was attended by newspaper, radio, TV folks, as well as local theatre group officers.

EYEING THE Exchanges

U-I — Booker Marvin Friedlander announced his recent engagement. He presented his girl a diamond ring to seal the bargain. . . . Michael Lewis was slowly recovering from his sudden heart attack and was to be out for six weeks. . . . Dick Feinstein was away from work for a few days due to an infected wisdom tooth. . . . Florence Kaufman, former U-I biller, gave birth to a baby girl.

RKO — Bookkeeping machine operator Sadie Castanza is helping her bowling team fight for first place in their league. . . . Charles Steivel, print negative department, disclosed his recent marriage. . . . Switchboard operator June Jacobson is elated over her recent acquisition of an apartment in Kew Gardens.

COLUMBIA — Booker Katherine Becker returned from her vacation. . . . Mattia Lynch has gained a promotion and is the new booker for the Liggitt, Island, and Paramount circuits. . . . An office party was held in observance of Marty Perlberg's changeover from Columbia to Buena-Vista.

FAVORITE — Gerald Arthur Mendelson, nephew of Favorite cashier Ann Mendelson, recently won an $1,800 grant to the University of Michigan where he will do post-graduate work. . . . Salesman Lewis Brown announced his recent marriage to Sieglinde Herschberg. . . . A 50th wedding anniversary was celebrated by the parents of secretary Ida Lehman.

20TH-FOX — The branch Family Club held a meeting in preparation for the exchange and office boatride to Bear Mountain on June 15. . . . Booker's secretary May Lovarco is retiring on May 27. She is leaving 20th-Fox to enter motherhood. . . . Typist Jeannette Wagman has returned from her recent vacation. . . . A luncheon was held at the Picadilly in celebration of the birthdays of Ann Jones and Maurie McCormack.

REPUBLIC — Booker Dave Bass has resumed his Saturday tennis workouts. . . . Former biller Maria Arroyo recently visited the office with her infant son. . . . Print booker Auria Lopez and bookkeeping machine operator Marguerite Noble journeyed to New Jersey for the weekend. . . . Larry Citrin is a new employee in Republic's foreign department.

MGM — Switchboard operator May Ellis recently celebrately her 21st year as a branch employee. . . . Gladys Feinstein is the new secretary to district manager Saul Gottlieb. The position was formerly held by Trudy Schapiro. . . . Howard Levy, salesman, is on vacation. . . . A luncheon was recently held in celebration of the forthcoming marriage of biller Lucy Aviles. Lucy will marry Sammy Vasquez, who was recently discharged from the army and is now in the upholstery business.

WARNERS — Branch manager's secretary Rita Levy is journeying to Florida for a two weeks' vacation. . . . Bookkeeping machine operator Helen Jonek has taken a leave of absence for an indefinite period of time. . . . Agnes McLaughlin is back at work after being out due to illness.

RAMBLIN' 'ROUND — Secretary Gloria Genovese will return to Paramount shortly as her European vacation comes to a close. . . . AA branch manager Nat Furst recently celebrated a birthday, which was honored by an office party. . . . Jack Farkas has returned to the AA office after being away due to illness. . . . 20th-Fox employees who are currently on vacation include biller Lillian Cohn and night shipper Al Wasserman. . . . Charles C. Mosicowitz, MGM vice-president and treasurer, returned from a Miami vacation.

— D. T.

Glens Falls

William H. Aust made the perfect acknowledgment of Mother's Day, he admitted free all mothers to his Open-Air Theatre, South Glens Falls, N. Y.

Potsdam

Peter Papayanakos hopes to open his new 500-car drive-in, three and a half miles from here, about June 1. One of the finest in northern New York, it will cost between $70,000 and $75,000. Papayanakos, Notre Dame graduate and nephew of Alec and Jim Papayanakos, successful area theatre operators, now conducts the Rialto here.

The Philadelphia premiere of Paramount's VistaVision "Strategic Air Command" recently took place at the SW Stanley and was heralded by an Army display in Reyburn Plaza; an Army band which played outside the theatre at the premiere; and the huge lobby display at the theatre, beside which are standing Ted Schlanger, SW zone manager; and Howard Minsky, division manager, Paramount.

— JACK GOLDMAN PHOTOS

NEWS OF THE Territory

Philadelphia

Crosstown

The Viking garnered the exclusive local first-run showing of the Marciano-Cockell fight films, released by United Artists.

Raymond Wolf, manager, Rivoli, was injured in a fall on the theatre roof. . . . Barney Cohen, manager, SW Logan, was hospitalized for an emergency operation. . . . The former manager, Arcadia, was arrested and charged with embezzling some $5,000 in receipts.

The closed TV-ing of the Marciano-Cockell fight at the SW Stanley was completely sold out, with the theatre selling seats for the SW Stanley, Camden, N. J., and the SW Stanley, Chester, Pa., as long as four days in advance of the bout. . . . John Nirenburg, manage, SW Strand, is the new manager, Arcadia. He had been with Stanley Warner for 25 years.

William H. Sylk, executive vice-president Sun Ray Drug Company and president, radio station WPEN, was installed as president, Golden Slipper Square Club.

Vine Street

The many expressions of sympathy extended upon the passing of Herbert M. Miller, editor, MOTION PICTURE EXHIBITOR, are deeply appreciated by the publisher and staff.

The Norman Moray silver anniversary drive at Warners has concluded, but the exchange will not know how they made out in the standings until all the data has been compiled. . . . Clare Rosenthal is the new clerk at Warners.

Louis Bache, 67, uncle of Ben Bache, MGM salesman, and many years ago manager, First National, here and in Canada, died at his home here. Funeral services were held at Andrew Bair and Son Funeral Home.

Benny Harris, American Film, underwent an operation. . . . Piper Laurie, U-I star, was a visitor to the local exchange. She was in town in advance of "Ain't Misbehavin'." . . . Jack Weiss, the independent distributor, known for his handling of "Life And Miracles Of Mother Cabrini," was pleased over the marriage of his daughter, Dorothea, at the Wynne to Herbert Weiss, a textile worker. She won't have to change her name and for the time being won't be able to go on a honeymoon since the groom is wearing a cast, the result of a recent automobile accident.

John Golder, Jam Handy representative, was up and around following an eye operation, and his many friends were glad to see him. . . . Bill Brooker, former well known local publicist, and now a roving drum beater for Columbia, postcards from Birmingham, Ala., where he is hustling in the interests of "Cell 2455," with Atlanta his next destination. He says he hopes it isn't as hot here as it is there.

Condolences are extended to William Porter, Allied Artists auditor who is temporarily holding down the booker's spot in the local exchange, upon the death of his mother, Anna. She is survived by three married daughters, two other sons, a sister, a brother, eight grandchildren and four great-grandchildren.

John Golder is now associated with his brother, Sam, in Golder Construction Company. They are now doing the Trans-Lux remodelling job.

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Circuits
Stanley-Warner

Kay MacNamee, Ted Schlanger's sectary, has a new theme song, "California Here I Come." She is flying to the coast for her vacation. . . . Bill Goldenberg, SW theatre manager for many years, is home recuperating after another eye operation. His address is 1706-B South 29th Street, and he would be happy to hear from his old friends and associates.

Fay Wolf Einbinder, Ellis Shipman's gal Friday, and Dolores Segal, secretary to Paul Castello and A. J. Vanni, have new hair-dos and look mighty pretty, too. . . . Wilmer Horsey, custodian of the Philadelphia zone office, celebrated a birthday. . . . Bert Leighton, manager, Grand, Lancaster, Pa., is in the hospital. . . . Tom Hannan, former doorman, Waverly, died. . . . It was Harry Kaplowitz Day at Stanley Warner last Friday. For details, see Harry Kaplowitz!!

The publicity department has a new look! That bundle of feminine pulchritude is Arlene Wasserman. . . . Ted Schlanger has been conducting a series of meetings of the local and out of town theatre managers, the primary purpose of which is to go over the current Stanley Warner Spring Movie Festival. Schlanger announced the April winners, who were: first prize, Ben Blumberg, 69th Street; four second prizes went to Dave Fishman, Manor; Syd Poppay, Strand, York; Lew Black, Warner, Wilmington; Helen Bortz, Warner, Reading. Chet Woerner, Fairmount; Johnny Purtell, Strand; Bob Kessler, Benn; Jim McHugh, Midway; Domenic Lucente, Broadway; and Tony De Carlo, Family, were also among the winners. Schlanger also announced the promotion of Harry Kaplowitz from the buying department to head film buyer, New Haven zone, and the promotion of Bill Yurasko from out-of-town booker to in-town booker. He also introduced Elmer Hirth, who is taking over the local duties of out-of-town booker, and the new manager, Warner, Reading, Helen Bortz, who was promoted from assistant manager of the same theatre; and William B. Hendley, who has just joined the SW Circuit as manager, Majestic, Gettysburg.

It was S.R.O. in Barney Cohen's room at Einstein Medical Center, Northern Division, as he was recuperating from an emergency operation. He's the popular manager, SW Logan.

District of Columbia
Washington

The Louis Bernheimer Circuit will celebrate its 25th anniversary May 27th thru June 3rd. To mark the happy event, Bernheimer will give away sets of silverware and other prizes, including 1500 hostess cakes, 1500 miniature packages of bread, and 3000 Howdy-Doody balloons. The Vernon, Village, Jesse, Newton, and the Palmer and Super Chief Drive-Ins will participate in the giveaway. The circuit is now under the management of Joseph H. Bernheimer, son of the late Louis Bernheimer.

COLUMBIA — Sam Galanty, division manager, is on routine business in Pittsburgh and Cleveland exchanges. . . . Ben Kaplan, branch manager, was visiting theatres in Baltimore, Md., on business. . . . Hank Kaufman, home office executive, was a visitor to the local exchange. . . . Freddie Sapperstein, office manager, is mourning the death of his father. . . . "End Of The Affair" was screened for motion picture critics at the Motion Picture Association. . . . Sid Zins, advertising and publicity representative, is busy working with Sidney Hoffman, manager, Metropolitan, on stunts for "Tight Spot."

ALLIED ARTISTS—Milt Lipsner, branch manager, returned to his desk after a business trip to Norfolk, Va. . . . Gene Adams, assistant shipper, celebrated a double anniversary, chalking up a birthday and marking his first year with the exchange. . . . Minnie Smith, head inspectress, is confined in Casualty Hospital. . . . Charles Levy's son Willard is doing well now since being hospitalized. The following donated blood for Willard: Nate Shore and Ray Feldman, U-I; John Obert, Clark; Ross Wheeler, Wheeler Film; George Sullivan and Joe Kushner, RKO; and Joe Bernard, Allied Artists.

REPUBLIC—Albert Langraft, celebrated his 25th wedding anniversary. . . . Jake Flax, branch manager, is back from the west coast where he was a delegate to the Variety Club convention.

A luncheon in the Locust Room of the Warwick Hotel was hosted by Ted Schlanger, Philadelphia zone manager, Stanley Warner Theatres, recently for the local exchange district and branch managers to discuss plans for the Will Rogers Memorial Hospital one-day, in a week to be specified, collection to be held in theatres throughout the area. At the meeting, the exchange men pledged their support of the collection via pledges to be distributed to exhibitors. Schlanger is exhibitor chairman on the committee, and Sam Diamond, 20th-Fox branch manager, is exchange chairman. Those attending were, left to right, top row, Birk Binnard, SW publicity chief; Mort Magill, Buena Vista; Howard Minsky, Paramount; William Mansall and Charles Beilan, Warners; Joe Engel, Screen Guild; William Madden, MGM; Lester Krieger, assistant to Schlanger; and Charles Zagrans, RKO. Seated are Lester Wurtele, Columbia; Ed Heiber, U-I; Lou Formato, MGM; Schlanger; Diamond; John Turner, UA; Ulrik Smith, Paramount; and Gene Tunick, UA.

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Ed Heiber, U-I branch manager in Philadelphia, discusses "Ain't Misbehavin'" with star Piper Laurie, left, during her recent visit to the city for radio and press interviews on the picture set for the SW Mastbaum; while, on the right, she is seen with Ted Schlanger, SW Philadelphia zone manager. — JACK GOLDMAN PHOTOS

U-I — Mary Grasso has been promoted from contract department general clerk to booker's clerk. . . . Elaine Hurt has resigned to await the arrival of the stork. . . . Walter Bangs, cashier, is recuperating after a bout with the virus. . . . Harold Saltz, branch manager, visited Roanoke and Martinsville, Va., on business. Saltz is awaiting a visit from his parents. . . . Myrtle Fries is celebrating her 38th wedding anniversary. . . . Nate Shore reports that a new Pontiac car is the ideal gift for a wife on her first wedding anniversary.

RKO—Joseph Breecheen, branch manager, has returned to his desk after a brief business trip to Baltimore, Md. . . . Walter Branson, world-wide sales manager, was a visitor to local exchange on routine business. . . . New man on the staff is Robert Miller, secretary to Al Folliard.

PARAMOUNT—Helen Schultze is enjoying her vacation at Sarasota, Florida. . . . Jeanne Sibley, operator, is taking a weekend trip to West Virginia, to visit with her family and friends. . . . Jack Howe, salesman, celebrated a birthday. . . . George Sullivan was making the rounds with Buddy Poppies during the current VFW Drive. — T. C.

Delaware

Wilmington

Richard R. Evans, who formerly contacted the trade for advertising in the now defunct Wilmington Sunday Star and later on WDEL-TV, has been named advertising representative for the office of Frank Gallagher, which provides business service in advertising, public relations and communications for local firms and professional organizations. . . . A public relations office has also been opened by Jerry J. Perling, editor and publisher, Wilmington Record, which he hopes to resume publishing soon.

G. Earl Smith, SW city manager, scored with Jack Harris' "Davy Crockett, Indian Scout," Arcadia. Smith had a tie-up with the three local F. W. Woolworth stores which gave window display space and prizes including a Columbia bicycle, RCA record player, softball and bat, baseball and glove, Davy Crockett records and comic books. The Arcadia also distributed on Saturday morning to the first 1,000 youngsters attending the show a Davy Crockett button. — H. L. S.

Maryland

Baltimore

Oscar Kantor, representative, Warner Bros., and his wife leave this week for a vacation in Hawaii. They will stop off in California. . . . William Wright, film reviewer, Maryland State Board of Motion Picture Censors, is away on vacation. . . . Jack Levin, owner, Irvington, has returned from the west coast.

Natt W. Hodgdon, general manager, Fruchtman Theatres, is enjoying a visit from his father. . . . Clayton Atkinson has resigned as assistant manager, Mayfair.

J. Stanley Baker, manager, Hicks-Baker Theatres, has returned from a southern trip that included a visit to New Orleans. . . . Al Pratt and Roy Knight, sound and projection chiefs, Stanley-Warner, were in town on business. . . . Aaron Seidler, New Albert, is back from New York. . . . Jack Sidney, Loew's Century manager, helped his wife celebrate a birthday last week.

Irving Kantor, Hippodrome's manager, had MGM's float, mounted on a truck, traveling the downtown section in advance of "The Prodigal." . . . Charles Reisinger, business agent, Motion Picture and Television Operators Union, is on a two weeks' vacation in Florida. . . . Frederick Schwarz, projectionist, Broadway, also is having a holiday in Florida. . . . Tobias Hart, projectionist, Uptown, is a patient for surgery at Sinai Hospital. . . . C. Elmer Nolte, Jr., president, Allied Picture Theatre Owners

Sydney Poppay, manager, SW Strand, York, Pa., recently proved that Friday, May 13, held no horrors for him as he presented a midnight horror show on that superstitious date.

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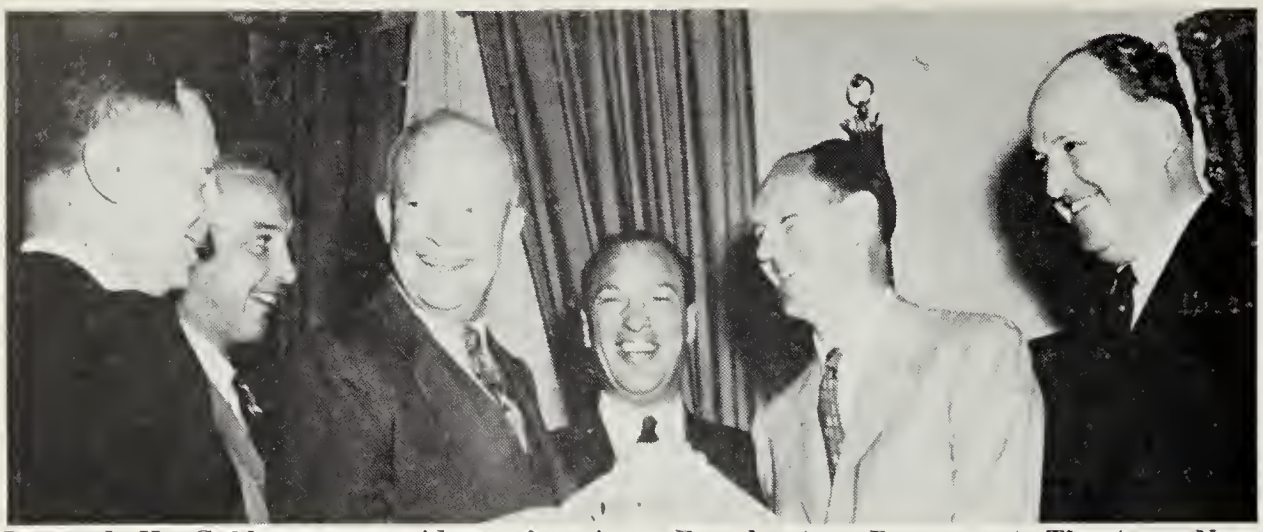

Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, New York, acting in his capacity as chairman, board of directors, United Cerebral Palsy, is one of the group shown presenting President Eisenhower recently with a citation "for his humanitarian service to, and inspiring support of America's Cerebral Palsied." From left to right are seen Jack Hausman, president, UCP and M. Hausman and Sons; William C. Ford, Detroit, UCP 1954 national campaign chairman and vice-president, Ford Motor Company; President Eisenhower; Goldenson; Roger S. Firestone, Pottstown, Pa., UCP 1955 national campaign chairman and president, Firestone Plastics Company; and Joseph A. Martino, 1955 campaign chairman of UCP of New York City and president, National Lead Company.

of Maryland, was in New York for the Allied States Association meeting.

— G. B.

Leonardtown

To disprove that Friday, the 13th is an unlucky day, the Park, Lexington Park, Md., gave free passes to future shows to all lucky persons whose ticket stubs bore the number 13. . . . T. L. Harrison, general manager, Southern Maryland Theatres, Inc., now has his office in the Park, Lexington Park, Md. . . . A special screening of "The Eternal Sea" was held at the Park, Lexington Park, Md., for the wives of naval personnel at the Patuxent River U. S. Naval Air Test Center. . . . The New held a Walt Disney cartoon festival for the kiddies recently and it proved a success. . . . The movie schedules and information about current pictures are now broadcast over the loud speakers at the auto hot rod track operated by Bill Sanner, near Lexington Park, Md., and recently opened. . . . Jack Fruchtman, head, Southern Maryland Theatres, Inc., returned from California, where he attended the Variety Clubs International convention.

Pennsylvania

Allentown

The Super Skyway and West End Drive-Ins, the former at the end of the thruway by-passing Allentown, both operated by Manos Theatres, were given over on a recent Monday, to a benefit in behalf of the deficit fund of the Allentown Free Library. Sponsors of the benefit were the Allentown Junior Chamber of Commerce, backed by the PTA organizations and by the Ministers League of Allentown. Manager Sol Shockor, of the two drive-ins, and Tony Nastasee, who manages the Super Skyway, arranged for an exceptional two-hour program. At the West End, the patrons were entertained by the South Mountain High School Band; Tallmaniers, musical organization; and Harry Starkey, ventriloquist. Super Skyway patrons heard the Parkland High School Band; Joey Petersack and his orchestra; and saw Jimmy Johnson and his trained dog and bird act. Both spots also had double features.

"Tony" Nastasee, manager, Super Skyway, Kuhnsville, Pa., and Mrs. Nastasee welcomed a third son into their family on May 3 at St. Luke's Hospital, Bethlehem. The family resides at Hellertown. David Mark, the newcomer, weighed a half ounce short of eight pounds. He has Anthony Joseph, three, and Frank Daniel, two, to welcome him.

Repairs to the sign at West End Drive-In, and to Hurricane Hazel damages at the Super Skyway, both slight, were completed before the season's openings.

The Variety Club of Washington recently selected Mrs. Richard M. Nixon, wife of the vice-president of the United States, as its "Mother of the Year" at a luncheon held in the Shoreham Hotel. Seen, left to right, are Milton S. Kronheim, chairman of the luncheon committee; Mrs. Nixon, holding the locket presented to her by the Club; Vice-President Richard M. Nixon; and Phil Isaacs, first assistant chief barker, Tent 11.

Catawissa

The Andrea has closed.

Coplay

The Ritz has closed.

Harrisburg

Victoria M. Vogler, chairman, theatre group, reported that a total of $1,612.22 was made by local theatres in the recent March of Dimes Drive. The breakdown showed totals as follows, Grand, $120.40; Loew's, $357.27; National, $46.75; Paxtang, $127.83; Penway, $215.19; Senate, $464.86; State, $31.63; Rialto, $120.50; and Uptown, $127.79.

State manager E. C. Wollaston employed an extensive press, radio, and TV advertising campaign to bally the closed circuit TV telecast of the Marciano-Cockell fight. . . . Harry Smith, 65, operator, Colonial, for over 25 years, died. He was off sick for a year with a heart condition. He is survived by his widow and two sons. . . . B. J. Bispeck, Senate manager, took a prominent role in Harrisburg's observance of Freedom Day.

Dr. Samuel Goldstein is having the inside of his Paxtang redecorated. "Figure if we're to go broke we might as well do it in style," said the good doctor.

Reading

The Laurel, a small house in Laureldale Borough, north of Reading, was sold for a nominal consideration, $10, subject to mortgage of $16,194 and unpaid taxes, at sheriff's sale to John G. Rothermel, attorney. It was closed some weeks ago. It will be sold to the Borough for use as a hall. For a time it was operated by Harry Friedland, manager and lessee, Majestic, Mt. Penn, Pa. Previously it was owned and operated by Sam Felt.

Manager Emanuel Rosenberg, Park, booked a Friday midnight horror show, at $1.00 admission. The bill was "Frankenstein," with "Count Maurice's Ghosts" in a stage show, and a horror movie, "The Cat Creeps."

Dr. Harry J. Schad, president, Schad Theatres, Inc., and Earl Hinkle, manager, Strand, were hosts to 45 directors and guests of the Home for Widows and Single Women, this city, at a Mother's Day showing at the Strand.

Trevorton

The Ritz has closed.

York

The York has closed.

Variety Club

Tent 13, Philadelphia

Don't forget Johnny Night at Connie Mack Stadium on June 1. It's the Phillies vs. the Chicago Cubs plus the usual brilliant all-star show. The event assures vacations for several hundred handicapped children at the Tent's camp. Good tickets are going fast, so get yours at once.

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The Check-Up of all features and shorts for a nine-month period

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SECTION 2
Vol. 54, No. 4

MAY 25, 1955

Allied Artists

(1953-54 releases from 5401; 1954-55 releases from 5501)

ANNAPOLIS STORY, AN—D—John Derek, Diana Lynn, Kevin McCarthy—Colorful service film hos the angles—81m.—see April 6 issue—(Technicolor) (5513)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue —Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactary sparts yarn far the duallers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Holl, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lawer half entry—62m.—see March 23 issue. (5509)

HIGH SOCIETY—C—Leo Gorcey, Huntz Hall, Amanda Blake—Average Bowery Boys entry—61m.—see April 6 issue. (5514)

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Lourette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garlond, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

MURDER IS MY BEAT—MY—Paul Langton, Barbaro Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: 8. (5510)

PORT OF HELL—MD—Woyne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorathy Malone, Keith Lorsen—Topical meladrama far the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

SHOTGUN—OD—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—Satisfactory pragrammer far the action spots—81m.—see April 6 issue—(Technicolor)—Leg.: B. (5515)

TARGET EARTH—SFD—Richord Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—Dovid Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish camedy far the class and art spots—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachory Scott, Carole Motthews, Barton MocLane—Okeh western for the lower half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Woyne Morris, Beverly Garlond, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

BIG TIP OFF, THE—Richord Conte, Canstonce Smith, Bruce Bennett. (5512)

BODY SNATCHERS, THE—Kevin McCorthy, Dana Wynter, Carolyn Jones.

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson, Russel Napier—(English Made). (5521)

FINGER MAN—Frank Lovejoy, Forrest Tucker, Peggie Castle. (5519)

GUN POINT—Fred MacMurray, Dorothy Malone, Walter Brennan, Skippy Homeier—(CinemaScope).

JAIL BUSTERS—Leo Gorcey, Huntz Hall.

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomas Gomez. (5516)

LORD OF THE JUNGLE—Johnny Sheffield, Woyne Morris, Nancy Hale.

NIGHT FREIGHT—Forrest Tucker, Kieth Larsen, Barbara Britton.

PHENIX CITY—Richard Kiley, Kathryn Grant, John McIntire.

SKABENGA—Jungle documentary—(Color). (5517)

SPY CHASERS—Bowery Boys, Lisa Davis. (5522)

THUNDERSTORM—Linda Christian, Carlos Thompson—(Made in Spain).

WARRIORS, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England). (5523)

WICHITA—Joel McCreo, Vero Miles, Lloyd Bridges—(CinemaScope)—(Technicolor). (5520)

WOMEN'S REFORMATORY—Beverly Michoels, Tom Drake, Carole Matthews. (5524)

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Woolond—Okeh pragrammer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Buena Vista

(Walt Disney)

LADY AND THE TRAMP—CAR—Highly entertaining Disney cartoon feature—75m.—see Moy 4 issue—(Technicolor)—(CinemoScope).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglos, James Moson, Paul Lukos, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Morio Felix, Georges Morchal—Impart will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italion-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brion Keith—Routine pragrammer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wando Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Potton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Potricio Medina, Andre Morell—Periad meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in Englond). (719)

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberta Ruchel, Marlsa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-mode)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Wolsh, Dovid Bruce—For the lower half—69m.—see Nov. 17 issue. (718)

CELL 2455, DEATH ROW—MD—William Campbell, Kathryn Grant, Morian Carr—Prison meller far lower half—72m.—see April 6 issue. (739)

DETECTIVE, THE—D—Alec Guinness, Joon Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made). (734)

END OF THE AFFAIR, THE—D—Deborah Kerr, Von Johnson, John Mills—Fair ramantic drama—106m.—see April 20 issue—(Made in England). (724)

FIRE OVER AFRICA—MD—Maureen O'Haro, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made In Tangler)—(1.85-1). (716)

5 AGAINST THE HOUSE—MD—Guy Madison, Kim Novak, Brian Keith—Interesting meller—84m.—see May 18 issue—Leg.: B. (742)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

HUMAN DESIRE—D—Glenn Ford, Gloria Grohame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Mode in Italy)—(English dialogue). (703)

JUNGLE MOON MEN—MD—Johnny Weissmuller, Jean Byron, Bill Henry—For the lower half—70m.—see April 6 issue. (744)

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)

LONG GRAY LINE, THE—BID—Tyrone Power, Moureen O'Hara, Robert Froncis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, Jomes Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor). (729)

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Jonis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)

NEW ORLEANS UNCENSORED—MD—Arthur Fronz, Beverley Garland, Helene Stanton—Okeh programmer—76m.—see Feb. 23 issue. (730)

PHFFFT—C—Judy Holliday, Jock Lemmon, Jack Carson, Kim Novok—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B. (715)

PIRATES OF TRIPOLI—MD—Poul Henreld, Potricia Medina, Paul Newlond—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in port (B) or condemned (C). Films without o Legion of Decency rating are either found unabjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure droma	HISD—Historical drama
ACD—Action drama	MD—Melodroma
BID—Biographical droma	MUC—Musical comedy
BIDMU—Biographical drama with music	MU—Musical
BUR—Burlesque	MUW—Musical western
C—Comedy	MY—Mystery
CAR—Cartoon feature	MYC—Mystery comedy
CD—Comedy dramo	MYD—Mystery drama
CDMU—Comedy droma musical	MYMD—Mystery melodroma
CMU—Comedy musical	NOV—Novelty
COMP—Compilotion	OPC—Operatic comedy
COSMD—Costume melodrama	OPD—Operatic dramo
D—Droma	OD—Outdoor droma
DMU—Dromotic musical	OMD—Outdoor melodramo
DOC—Documentary	ROMC—Romantic comedy
ED—Educotionol feature	ROMCMU—Romontic comedy musical
F—Farce	ROMD—Romantic dromo
FAN—Fontasy	SAT—Satire
FANMU—Fantasy musical	SFD—Science fiction drama
	TRAV—Travelogue
	W—Western

changes are being made!

Continuing through the months between now and next September—a gradual revision, modernization and extension of the normal service of this Yellow CHECK-UP will take place.

Watch the changes develop . . . issue by issue!

PRIZE OF GOLD, A—MD—Richord Widmark, Mai Zetterling, Nigel Patrick—Interesting meller—98m.—see May 18 issue—Leg: B—(Color by Technicolor)—(Mode in England and Germany). (738)
PUSHOVER—MD—Fred MacMurray, Klm Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 Issue. (704)
RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame May Whitty—Names may help reissue—89m.—see April 6 issue. (733)
SEMINOLE UPRISING—MD—George Montgobery, Korin Booth, William Fawcett—Average lower half entry 74m.—see May 4 issue—(Technicolor). (743)
TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has actlon and ongles—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)
THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor). (717)
THREE FOR THE SHOW—MUC—Betty Grable, Jock Lemmon, Marge and Gower Champion—Entry hos some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)
THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor). (720)
TIGHT SPOT—MD—Ginger Rogers, Edward G. Robinson, Brian Keith—Interesting meller with names to help—97m.—see April 6 issue. (728)
VIOLENT MEN, THE—WMD—Glenn Ford, Borbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)
WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 issue—Leg.: B. (726)
WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western for the duollers—73m.—see Morch 9 issue—(Technicolor). (727)

TO BE REVIEWED OR IN PRODUCTION

THE BIG SHOCK—Frank Lovejoy, Mari Blanchard, Richard Denning.
BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor.
CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat—Leg.: B.
COCKLESHELL HEROES, THE—Jose Ferrer, Trevor Howard, Victor Madden—(Technicolor)—(CinemaScope)—(Made in Portugal).
COUNT THREE AND PRAY—Van Heflin, Phil Carey, Joan Woodward—(Technicolor)—(CinemaScope).
CREATURE WITH THE ATOM BRAIN—Richord Denning, Angela Stevens.
DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.
DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).
GENTLE SERGEANT, THE—Aldo Ray, Mitsuko Kimura, Phil Carey—(Made in Japan).
GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).
IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.
LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Madison—(CinemaScope)—(Technicolor).
MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).
MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).
PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).
QUEEN BEE—Joan Crawford, Barry Sullivan, John Ireland.
REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).
RENEGADE ROUNDUP—Bill Williams, Movita, Tex Ritter.
STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).
TEEN AGE CRIME WAVE—Tommy Cook, Frank Griffin, Molly McCart.

DCA

(Distributors Corporation Of America)

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartoon feoture excellent for art spots—73m.—(Technicolor)—(English-made)—(De Rochemont).
HUNTERS OF THE DEEP—DOC—Produced by Tom Grles; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color).
LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yorn is well-made and has ongles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia).
STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 issue—(Filmed In Italy).

Filmakers

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-breok meller sustains Interest—90m.—see March 23 issue
PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 issue

TO BE REVIEWED

MAD AT THE WORLD—Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell.

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciana Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferraniacolor)—(English narration).
APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).
BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 Issue—(English titles).
GREEN MAGIC—DOC—Good documentary—Produced by Leonardo Bonzi on his South American expedition—85m.—see May 4 issue—(Ferraniacolor)—(Filmed in South America)—(English norrotion).
LOVE IN THE CITY—COMP—Produced by Cesore Zavattini, Ricordo Ghione and Morco Ferreri—Highly exploitable and novel entry for art spots—90m.—see April 20 issue—(Italian-made)—(English titles and norration)—Leg.: "B."
MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import for art and specialty spots—78m.—see Feb. 23 issue—(English titles)—Leg.: C.
THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canole, George Morchal, Renate Baldini—Spectocle has the angles—88m.—see Dec. 1 Issue—Leg.: B—(Italian-made)—(Enalish dialogue)—(PatheColor).
TOO YOUNG FOR LOVE—D—Morina Vlady, Michel Beck, Fernand Gravet—Good import for the art spots—88m.—see April 6 issue—Leg.: B—(Italian-French made)—(Dubbed in English).
WAYWARD WIFE, THE—D—Gina Lollobrigida, Gabriele Ferzetti, Alda Mangini—Interesting drama with Lollobrigida name to help—91m.—see April 20 issue—Itolian-made)—(Dubbed in English)—Leg.: "B."

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).
CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.
NEAPOLITAN CAROUSEL—Sophio Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).
OUTLAW GIRL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).
VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue. (5327)
BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—For the lawer half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador). (5407)
DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lawer half—63m.—see Jan. 12 issue (Made in Spain and England). (5402)
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m—see May 19 issue—(English-made). (5310)
PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made). (5326)
RACE FOR LIFE, A—MD—Richard Conte, Mari Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made). (5403)
RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower holf—70m.—see Aug. 25 issue—(English-made). (5329)
SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 issue (Spanish-made)—(Dubbed in English). (5323)
SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made). (5404)
SILVER STAR, THE—W—Edgar Buchanan, Marie Windsor, Lon Chaney, Earl Lyon—Fair western—75m.—see April 6 issue. (5411)
TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made). (5330)
THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m.—see Feb. 9 issue—(Filmed in Germany)—Leg.: C. (5406)
THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue. (5404)
UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)
GLASS TOMB—John Ireland—(English-made). (5409)
KING DINOSAUR—Bill Bryant, Wanda Curtis (5418)
LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)
PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)
THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—139m.—see Feb. 9 issue—(Technicolor). (520)
ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)
ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(1.75-1). (507)
BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-mode droma has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope). (515)
BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—World War II reissue has nomes to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)
BEAU BRUMMELL—D—Stewort Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eostman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (504)
BEDEVILLED—D—Anne Boxter, Steve Forrest, Robert Christopher—Slow moving drama will need plenty of help—85m.—see April 20 issue—(Made in Fronce)—(Eastman color)—(CinemaScope). (523)
BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to moke the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made In Holland and England)—(1.75-1)—(SS). (501)
BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry on juvenile delinquency—101m.—see Morch 9 issue. Leg.: B. (521)
BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fontasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope) (502)
CAMILLE—D—Greta Garbo, Robert Taylor, Lionel Barrymore—Good reissue for art houses or regulation spots—110m.—see Moy 4 issue. (524)
CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderote pragrammer—90m.—see Nov. 17 issue—(Made in England)—(1.75-1). (511)
DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Troubel—High rating—132m.—see Dec. 1 Issue—Leg.: B—(Eostman Color)—(Print by Technicolor)—(1.75-1). (512)
DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue. (506)
GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color). (522)
GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 Issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)
HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry — 112m. — see March 9 issue—(Eastman Color)—(CinemaScope). (519)
INTERRUPTED MELODY—BIDMU—Glenn Ford, Eleanor Parker, Roger Moore—Well made entry has angles—106m.—see April 6 issue—(Eastman Color)—(CinemaScope). ( )
JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating meritorious offering—121m.—see June 17 issue—(SS). (422)
JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope). (518)
LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has nomes to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)
MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdoor show has names and amusing angles—92m.—see Feb. 9 issue—(Eastman color)—(Cinemascope)—Leg.: B. (517)
MARAUDERS, THE—OMD—Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis—Good programmer—81m.—see April 20 issue—Leg.: B—(Eastman color)—(Print by Technicolor). (526)
MOONFLEET—MD—Stewart Granger, Viveca Lindfors, George Sanders, Joan Greenwood—Interesting meller with angles to help—89m.—see May 18 issue—Leg.: B—(Eastman Color)—(CinemaScope). (528)
PRODIGAL, THE—MD—Lana Turner, Edmund Purdom, Louis Calhern—Highly interesting and entertaining entry—114m.—see April 16 issue—Leg.: B—(Eastman color)—(CinemaScope). (525)
ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(1.75-1). (503)
TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is odequate for the action houses—89m.—see Nov. 3 issue. (509)
TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B. (508)
WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from nomes—106m.—see Oct. 6 issue. (505)

TO BE REVIEWED OR IN PRODUCTION

BAR SINISTER—Jeff Richards, Jarma Lewis, Edmund Gwenn—(Color)—(CinemaScope).
BHOWANI JUNCTION—Ava Gardner, Stewart Granger, William Travers—(Color)—(CinemoScope)—(Made in Pakistan and England).
COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).
GUYS AND DOLLS—Marlon Brando, Jean Simmons, Frank Sinatra—(Technicolor)—(CinemaScope)—(Goldwyn).
INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Claire Sombert, Tamara Toumanova—(Technicolor)—(Made in England).
IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).
KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).
LOVE ME OR LEAVE ME—Doris Day, James Cagney—(Technicolor)—(CinemaScope).
QUENTIN DURWARD—Robert Taylor, Kay Kendall, Robert Morley—(Color)—(CinemaScope)—(Made in England).
SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis—(Color)—(CinemaScope).
SVENGALI—Hildegorde Neff, Donald Wolfit, Terence Morgan—(Eastman Color)—(English-made).
TRIAL—Glenn Ford, Dorothy McGuire, Arthur Kennedy—(CinemaScope).

Paramount

(1953-54 releases from 5300; 1954-55 releases from 5400)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)

CONQUEST OF SPACE—SFD—Walter Brooke, Eric Fleming, Joan Shawlee—Space thriller will please science-fiction fans and the younger set—80m.—see April 20 issue—(Technicolor)—Leg.: "B." (5407)

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue. (5409)

HELL'S ISLAND—MD—John Payne, Mary Murphy, Francis L. Sullivan—Fair programmer—84m.—see May 18 issue—Leg.: B—(Technicolor)—(VistaVision). (411)

MAMBO — MD — Silvana Mangano, Vittorio Gassman, Shelley Winters—Meller has angles to sell—94m.—see April 6 issue—(Made in Italy)—Leg.: B. (5406)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

RUN FOR COVER—OD—James Cagney, Viveca Lindfors, John Derek—Interesting outdoor drama has names to sell—93m.—see April 6 issue—(Technicolor)—(VistaVision). (5410)

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B. (5402)

STRATEGIC AIR COMMAND—MD—James Stewart, June Allyson, Frank Lovejoy—Well made yarn of present-day air force—114m.—see April 6 issue—(Technicolor)—(VistaVision). (5425)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

TO BE REVIEWED OR IN PRODUCTION

ANYTHING GOES—Bing Crosby, Jeanmarie, Donald O'Connor—(Technicolor)—(VistaVision).

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

FAR HORIZONS, THE—Fred MacMurray, Charlton Heston, Donna Reed—(Technicolor)—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

SEVEN LITTLE FOYS, THE—Bob Hope, Angela Clarke, George Tobias—(Technicolor)—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams — (Technicolor) — (VistaVision) — (Made in France)—(PS).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe). (5408)

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVision).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS).

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS).

RKO

(1953-54 releases from 401; 1954-55 releases from 501)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names should help reissue—86m.—see April 20 issue. (574)

BRINGING UP BABY—C—Katharine Hepburn, Cary Grant, Charlie Ruggles—Reissue has names to help—102m.—see May 18 issue. (575)

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue. (570)

ESCAPE TO BURMA—MD—Barbara Stanwyck, Robert Ryan, David Farrar—Average programmer has names to help—87m.—see April 20 issue—(Technicolor)—(SuperScope). (512)

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor). (508)

I REMEMBER MAMA—CD—Irene Dunne, Barbara Bel Geddes, Phillip Dorn—Reissue should click—119m.—see May 18 issue. (576)

INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Reissue of film classic should do okeh—92m.—see April 20 issue. (573)

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 ssue—(Color)—(Made in Guatemala). (510)

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. B issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m.—see March 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

BOY AND THE BULL, THE—Michel Ray, Fermin Rivera, Rodolpho Hoyos—(Technicolor)—(CinemaScope).

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

BENGAZI—Richard Conte, Victor McLaglen, Mala Powers—(SuperScope)—(Technicolor).

JET PILOT — John Wayne, Janet Leigh, J. C. Flippen — —119m.—(Technicolor)—(SuperScope).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—(Technicolor)—(Superscope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—Leg.: C. (513)

TENNESSEE'S PARTNER—Rhonda Fleming, John Payne, Ronald Reogan—(Technicolor)—(SuperScope).

TEXAS LADY—Claudette Colbert, Barry Sullivan, Gregory Walcott—(Technicolor)—(SuperScope).

TREASURE OF PANCHO VILLA, THE—Rory Calhoun, Shelley Winters, Gilbert Roland — (Technicolor) — (SuperScope)—(Mexican made).

WAKAMBA—Edgar M. Queeny African Documentary—(Technicolor). (514)

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

AFRICAN MANHUNT—MD—Myron Healey, Karen Booth, John Kellogg—For the lower half—65m.—see April 20 issue. (5430)

ATOMIC KID, THE—C—Mickey Raney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 issue. (5326)

DAY TO REMEMBER, A—C—Joan Rice, Donald Sindon, Odile Versois, Stanley Holloway—Interesting art house offering—72m.—see May 18 issue—(English-made)—(Rank). (5433)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor). (5401)

ETERNAL SEA, THE—BIOD—Sterling Hayden, Alexis Smith, Dean Jagger—Good service film—103m—see April 20 issue. ( )

I COVER THE UNDERWORLD—MD—Sean McClory, Joanne Jordan, Ray Middleton—For the lower half—70m.—see May 4 issue. (5434)

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue. (5310)

SANTA FE PASSAGE—OD—John Payne, Faith Domergue, Read Cameron—Okey frontiersmen vs. Indians entry—90m.—see May 18 issue—(Trucolor). (5404)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-(made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor). (5402)

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. B issue. (5309)

TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 Issue—(Made in Scotland)—(Trucolor). (5313)

YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh for the lower half—83m.—see Morch 23 issue—(Trucolor). (5403)

TO BE REVIEWED OR IN PRODUCTION

CITY OF SHADOWS—Victor McLaglen, Kathleen Crowley.

COME NEXT SPRING—Steve Cochron, Ann Sheridan, Sonny Tufts—(Trucolor).

DEADLINE ALLEY—Rod Cameron, Julie Bishop, Ben Cooper.

DIVIDED HEART, THE—Cornell Borchers, Yvonne Mitchell, Armin Dehlen.

DON JUAN'S NIGHT OF LOVE—Rof Vallone, Silvana Pampanini, Michele Philippe.

DOUBLE JEOPARDY—Rod Cameron, Gale Robbins, Alison Hayes.

FLAME OF THE ISLAND—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

GREEN BUDDHA, THE—Wayne Morris, Mory Germaine.

HOSTAGE, THE—Ray Milland, Mary Murphy—(Trucolor).

JAGUAR—Sabu, Chiquita, Barton MacLane.

LAST COMMAND, THE—Sterling Hoyden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).

LAY THAT RIFLE DOWN—Judy Conovo, Robert Lowery.

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).

MAN FROM TEXAS—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

MYSTERY OF THE BLACK JUNGLE—Lex Barker.

ROAD TO DENVER, THE—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

VANISHING AMERICAN—Scott Brady, Audrey Totter, Forrest Tucker—(Trucolor).

TWINKLE IN GOD'S EYE—Mickey Rooney, Coleen Grey, Hugh O'Brian.

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (424)

ANGELA—MD—Dennis O'Keefe, Mara Lane, Rossane Brazzi—Okey programmer—81m.—see May 11 issue—(Filmed in Italy). (511)

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue). (541)

BLACK 13—MD—Peter Reynalds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made). (428)

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope). (423)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope). (419)

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422)

DADDY LONG LEGS—MUC—Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter—Entertaining entry headed for higher grosses—126m.—see May 11 issue—(Color by De Luxe)—(CinemaScope). (515)

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue). (542)

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made). (429)

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope). (420)

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor). (417)

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico). (506)

MAN CALLED PETER, A—BID—Richard Todd, Jean Peters, Marjorie Rambeau—Highly inspirational film will need selling—119m.—see April 9 issue—(Color by DeLuxe)—(CinemaScope). (509)

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue. (430)

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color). (427)

PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope). (502)

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—92m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor). (408)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (426)

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue. (540)

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Colorful entry has names and angles—111m.—see March 9 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (507)

VIOLENT SATURDAY—MD—Victor Mature, Richard Egon, Virginia Leith—Gangster entry has names and punch—90m.—see April 20 issue—(Color by DeLuxe)—(CinemaScope). Leg.: B. (510)

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF SADIE, THE—Joan Collins, George Lee, Kenneth More—(Color). (508)

HOW TO BE VERY, VERY POPULAR—Betty Grable, Robert Cummings, Sheree North—(Color)—(CinemaScope).

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan — (Color) — (CinemaScope) — (Made in Japan). (516)

LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(Color)—(CinemaScope).

LIVING SWAMP, THE—Nature in the Okefenokee Swamp —(Color)—(CinemaScope). (512)

LOVE IS A MANY SPLENDORED THING—William Holden, Jennifer Jones, Gloria Grahame—(Color)—(CinemaScope).

MAGNIFICENT MATADOR, THE—Maureen O'Hara, Anthony Quinn—(CinemaScope). (513)

RALEIGH AND THE VIRGIN QUEEN—Bette Davis, Richard Todd, Herbert Marshall—(Color by DeLuxe)—(CinemaScope).

SEVEN CITIES OF GOLD—Richard Egan, Anthony Quinn, Rita Moreno — (Color) — (CinemaScope) — (Made in Mexico).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell (Color)—(CinemaScope).

SOLDIER OF FORTUNE—Clark Gable, Susan Hayward—(Color)—(CinemaScope)—(Made in Hong Kong). (514)

TALL MEN, THE—Clark Gable, Jane Russell, Robert Ryan—(Color)—(CinemaScope)—(Made in Mexico).

THAT LADY—Olivia DeHavilland, Gilbert Roland, Dennis Price—(Color)—(CinemaScope)—(Made in England). (504)

United Artists

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy) —(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh pragrammer—82m.—see Jan. 12 issue—(Tors-Arthur)—(1.75-1).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import far art and specialty spats—82m.—see Jan. 26 Issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BIG HOUSE U. S. A.—MD—Broderick Crawford, Ralph Meeker, Randy Farr—Okeh programmer—82m.—see March 23 issue—Leg.: B—(Schenck).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh pragrammer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein)—(1.85-1).

BULLET FOR JOEY, A—MD—Edward G. Robinson, George Raft, Audrey Totter—Okeh programmer—85m.—see April 9 issue—(Bischoff-Diamond)—(1.85-1).

CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—Okeh programmer—83m.—see March 23 issue—(Joyce-Werker)—(1.75-1).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have ta make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine pragrammer will fit inta the duallers—83m.—see July 28 Issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 Issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer far the lawer half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made In Haiti)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lawer half—83m.—see Sept. 22 Issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh far the lower half—71m.—see Aug. 25 Issue—(Color)—(World)—(1.75-1).

KISS ME DEADLY—MYMD—Ralph Meeker, Maxine Cooper, Paul Stewart—Mickey Spillane entry has angles—105m.—see May 4 issue—Leg.: B—(Parklane).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West)—(1.85-1).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty hauses—98mh.—see July 28 Issue—(English-made)—(Rank)—(1.66-1).

MARTY—D—Ernest Borgnine, Betsy Blair, Esther Minciotti High rating heartwarming drama—89m.—See April 6 issue—(Hecht-Lancaster).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lawer half—77m.—see Nov. 3 Issue—(Filmed In Canada)—(MPTV)—(1.66-1).

PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—Well made interesting entry—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).

ROBBER'S ROOST—W—George Montgomery, Richard Boone, Sylvia Findlay—Okeh western—82m.—see May 18 issue—Leg.: B—(Eastman Color)—(Goldstein-Jacks).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed In England and Italy)—(Rank).

SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—For the lower half or art spots—74m.—see Feb. 9 Issue—(Technicolor)—(Made in India)—(Ferrin)—(1.75-1).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 Issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry shauld appeal to actian spats—105m.—see Sept. 22 Issue—(Eastman color)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 Issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—Far the lawer half—80m.—see Nov. 3 issue—(Phoenix).

STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—Goad program enrty—66m. —see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1).

TIGER AND THE FLAME, THE—MD—Mehtab, Sohrab Modi, Mubarak—Interesting meller for the art spots—97m. —see May 18 issue—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—MD—Frank Lovejoy, Evelyn Keyes, Dale Robertson—Fair programmer—90m.—see May 4 issue—Leg.: B—(Baird-Foster).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting meladrama has star draw to help—89m.—see Nov. 3 Issue—Leg.: B—(Made In France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meller has much ta offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor) —(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 Issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh far the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import far the lower half—89m.—see Nov. 17 Issue—(Technicolor) —(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALBERT, R. N.—Anthony Steel, Jack Warner, Robert Beatty—(Angel—(English-made).

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Technicolor)—(CinemaScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassour).

BIG BLUFF, THE—John Bromfield, Martha Vickers, Robert Hutton—(Wilder).

BIG KNIFE, THE—Jack Palance, Ida Lupino, Shelley Winters—(Aldrich).

DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(Bel-Air).

FORT YUMA—Peter Graves, Joan Vohs, John Hudson, Joan Taylor—(Technicolor)—(Bel-Air).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale).

INDIAN FIGHTER, THE—Kirk Douglas, Walter Matthau, Elsa Martinelli—(Color)—(CinemaScope)—(Byrna).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

LAST MAN IN WAGON MOUND, THE—Clark Gable (Russ-Field).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Eastman Color)—(Wilcox).

MOBSTERS, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

NEWS IS MADE AT NIGHT—Dana Andrews, Rhonda Fleming—(Friedlob).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—Leg.: B—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—Leg.: B—(Kramer).

OTHELLO—Orson Welles, Susanne Cloutier, Michael MacLiammoir—(Welles)—(Made Abroad).

SEA SHALL NOT HAVE THEM, THE—Michael Reagrave, Dirk Bogarde, Anthony Steel — (Angel) — (English-made).

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Strass).

STORM FEAR—Cornel Wilde, Dan Duryea, Jean Wallace—(Theodora).

SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Technicolor)—(Made in Italy)—(Lopert).

TOWN TAMER, THE—Robert Mitchum, Jan Sterling —(Goldwyn, Jr.)

TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C —Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbatt and Costello entry—79m.—see Jan. 26 issue. (513)

ABBOTT AND COSTELLO MEET THE MUMMY—F—Bud Abbott, Lou Costello, Marie Windsor—Far the juveniles and A and C fans—79m.—see May 4 issue. (526)

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh pragrammer—87m.—see Nov. 3 Issue—(Technicolor). (501)

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor). (CinemaScope)—(429)—(regular 432)

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—Interesting costume meller—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor) —(CinemaScope) (517)

CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—Satisfactory horror show far the program—82m.—see March 23 issue—(523).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdaar meladrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)

DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles far exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B (508)

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdaar action entry has angles—97m.—see Jan. 26 issue—(Technicolor). (511)

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (486)

LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Noel Purcell—Okeh programmer or art house entry—82m. —see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank) (509)

LOOTERS, THE—MD—Roray Calhoun, Julie Adams, Ray Danton—Good programmer—87m.—see April 20 issue. (524)

MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see March 9 issue. (519)

MAN FROM BITTER RIDGE, THE—W—Lex Barker, Mara Corday, Stephen McNally—Okeh western—80m.—see April 20 issue—(Eastman color). (525)

MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beat outdoor action entry has the angles—89m.—see March 9 issue—(Technicolor). (520)

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)

REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, John Bromfield—Meller has angles, especiall in 3-D—82m.—see March 23 issue. (3-D; 521); (2-D; 522).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lawer half—80m. —see Nov. 3 issue—(1.85-1). (504)

SHRIKE, THE—D—Jose Ferrer, June Allyson, Kendall Clark —Psychological drama has angles—88m.—see May 18 issue.

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor). (CinemaScope—505)—(regular—506)

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 Issue—(Technicolor). (516)

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor). (507)

THIS ISLAND EARTH—SFD—Jeff Morrow, Faith Domergue, Rex Reason—Good programmer—87m.—see April 6 issue—(Technicolor). (527)

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor). (503)

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer far the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

AIN'T MISBEHAVIN'—Rory Calhoun, Piper Laurie, Jack Carson—Leg.: B—(Technicolor). (529)

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

AWAY ALL BOATS—Jeff Chandler, George Nader, Julie Adams—(Technicolor)—(VistaVision)—(Made in Virgin Islands).

FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler, Jane Russell, Dan Duryea—Leg.: B—(Technicolor). (528)

FRANCIS IN THE NAVY—Donald O'Connor, Martha Hyer, Jim Backus.

KETTLES IN THE OZARKS, THE—Marjorie Main, Arthur Hunnicutt, Una Merkel.

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor).

LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

ONE DESIRE—Ann Baxter, Rack Hudson, Julie Adams—(Technicolor).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest—(Technicolor).

PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope). (530)

RAWHIDE YEARS, THE—Tony Curtis, Colleen Miller, Arthur Kennedy—(Technicolor).

SECOND GREATEST SEX, THE—Jeanne Crain, George Nader, Bert Lair—(Technicolor)—(CinemaScope).

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).

THERE'S ALWAYS TOMORROW—Barbara Stanwyck, Fred MacMurray, Joan Bennett.

TIME REMEMBERED, A—Rock Hudson, Cornell Borchers, George Sanders—(Technicolor).

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman High rating Marine yarn—149m.—see Feb. 9 issue—WarnerColor)—(CinemaScope). (411)

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsar—Gaad autdaor actian entry—79m.—see Sept. 8 issue—(WarnerCalor)—(1.85-1). (402)

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Rabinson—Rating palice yarn—89m.—see Sept. 8 issue—(WarnerColor)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names shauld help akeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)

JUMP INTO HELL—ACD—Jack Sernas, Kurt Kasznar, Arnold Moss—Rugged war entry should do akeh in action spots as pragrammer—93m.—see April 6 issue. (410)

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh pragram entry—87m.—see Feb. 23 issue—Leg.: B. (413)

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names shauld help reissue—135m.—see Dec. 1 issue. (406)

SEA CHASE, THE—MD—John Wayne, Lana Turner, Tab Hunter—Interesting meller has names and entertainment angles—117m.—see May 18 issue—Leg.: B—(WarnerColor)—(CinemaScope). (416)

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope). (408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope). (403)

STRANGE LADY IN TOWN—MD—Greer Garson, Dana Andrews, Cameron Mitchell—Entertaining entry needs sales push—112m.—see Apr. 20 issue—(WarnerColor)—(CinemaScope). (415)

TALL MAN RIDING—W—Randolph Scott, Dorothy Malone, Peggie Castle—Okey western—83m.—see May 18 issue—(WarnerColor). (417)

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit fram the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)

UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made pragrammer—75m.—see Feb. 9 issue. (412)

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicalor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Irwin Allen Nature documentary—(Technicolor).

BLOOD ALLEY—John Wayne, Lauren Bacall—(WarnerColor)—(CinemaScope)—Leg.: B.

DAM BUSTERS, THE—Richard Todd, Michael Redgrave—(English-made). (420)

DARKEST HOUR, THE—Alan Ladd, Joanne Dru, Edward G. Robinson—(WarnerColor)—(CinemaScope).

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

HANDFUL OF CLOUDS, A—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Boni, Dewey Martin—(Print by Technicolor)—(CinemaScope)—(Made in Egypt and Italy).

McCONNELL STORY, THE—Alan Ladd, June Allysan (WarnerColor)—(CinemaScope).

MISTER ROBERTS—Henry Fanda, James Cagney, Jack Lemmon—(WarnerColor)—(CinemaScope)—Leg.: B.

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

PETE KELLY'S BLUES—Jack Webb, Peggy Lee, Edmond O'Brien—(Print by Technicolor)—(CinemaScope).

REBEL WITHOUT A CAUSE—James Dean, Natalie Wood, O'Brien—(Print by Technicolor)—(CinemaScope).

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

BLONDE PICK-UP, THE—Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell—Explaitatian film for the duallers—57m.—see April 6 issue—(Globe Roadshows).

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelague—60m.—see Sept. 8 issue—(Calor)—(Made In Africa)—(Bregstein).

CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive secand Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stanley-Warner Cinerama).

DAY OF TRIUMPH—RD—Lee J. Cabb, Joanne Dru, James Griffith—Well made religiaus drama with speclal ar limited appeal—110m.—see Dec. 29 Issue—(Eastman Color)—(Schaefer).

DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—For the lawer half—69m.—see March 23 issue—(Beverly).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortlan racket film can be explaited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Names should help reissue land in the maney—Jennifer Jones, Joseph Cottan, Gregory Peck—134m.—see Sept. 8 issue—(Technicolar)—(Selznick).

FAST AND THE FURIOUS, THE—MD—Jahn Ireland, Darothy Malane, Bruce Carlisle—Far actlan spots and duallers—72m.—see Dec. 1 issue—(American Releasing Carp.).

FIVE GUNS WEST—W—John Lund, Dorothy Malone, Touch Connors—Better than average western—78m.—see May 4 issue—(PatheColor)—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediacre explaitatian entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS—MD—Myron Healey, Don C. Harvey, Frank Richards—Okeh far the pragrammers—78m.—see Jan. 26 Issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Explaitation film shauld do well if sald praperly—70m.—see Sept. 8 issue—Leg.: C—(Trl-Art color)—(Excelsiar).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment af dictatorship can be sold—60m.—see Sept. 22 issue—(Hallmark).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves Far the lawer half—70m.—see Jan. 12 issue—(Howca).

JAMBOREE—DOC—Boy Scouts and film stars—Value Is limited by Bay Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—Leg.: C—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Raman Gay—Stock thriller far the lawer half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

MAMBO BURLESK—BUR—Rita Ravell, Misty Ayers, Mitzi Doerre—Satisfactory for burlesque spats—52m.—see June 1 issue—(Mishkin).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Gaad nature study film far supparting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

NAUGHTY NEW ORLEANS—MUC—Julianne, Allouette, Montmarte Kitty—Satisfactory entry for spots that can play it—63m.—see May 18 issue—(Eastman color)—(Union).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh explaitatian burlesque entry—69m.—see Jan. 26 issue—(Eastman colar)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary an U. S. army—55m.—see Dec. 29 issue—(Technicolar)—(released by various distributors in exchange areas as a public service).

UNCOVER GIRLS—BUR—Gilda—Routine burlesque shaw far the explaitatian spots—53m.—see Aug. 11 issue—(Mishkin).

VARIETEASE—BUR—Lilli St. Cyr—Suited far the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr—Fair burlesque entry—66m.—Partly in color—(Union).

English Films

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Jayce Greenfell, George Cole—Okeh import far art and specialty spats—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

DANCING WITH CRIME—MD—Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

CHANCE MEETING—D—Odile Versois, David Knight, Joseph Tomelty—Interesting pragrammer far English spats—94m.—see May 18 issue—(English-made)—(Pacemaker).

DEVIL GIRL FROM MARS—SFD—Hugh McDermott, Hazel Court, Peter Reynolds—Science-fictian impart far the lower half—77m.—April 6 issue—(English-made)—(Spartan).

EDGE OF DIVORCE—D—Valerie Hobsan, Philip Friend, Narman Wooland—Dreary damestic drama far the art hauses—83m.—see July 28 issue—(English-made)—(Kingsley International).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry far art spats—75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FRIONT PAGE STORY—MD—Jack Hawkins, Elizabeth Allen, Eva Bartok—Fair meller far the art spats—95m.—see May 18 issue (English made)—(Associated Artists).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieran Maore—Cute impart for art spats—84m.—see Jan. 26 issue—(English-made)—(Associated Artists).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynalds, Lana Morris—Lightweight import far the art spats—65m.—see Aug. 25 issue—(English-made)—(Stratfard).

GREEN SCARF, THE—MYD—Michael Redgrave, Kleron Moore, Leo Genn—Interesting entry far art and specialty spats—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—Far the art and class spats—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spats—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting impart—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biagraphy far the religiaus and art spats—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names shauld help this at the art house boxaffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Impart for the lower half ar art spats—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing impart for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Calar)—(Canadian-made)—(Continental).

TO PARIS WITH LOVE—C—Alec Guinness, Odile Versois, Vernon Gray—Guinness draw makes this an art house natural with possibilities elsewhere—78m.—see May 18 issue—(Technicolor)—(English-made)—(Continental).

THREE CASES OF MURDER—MD—Emrys Jones, John Gregson, Colette Wilde—Off beat three part meladrama for art spots—99m.—see May 18 issue—(English made)—(Associated Artists).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactary far the art hauses; English spats—50m.—see Sept. 22 Issue—(English-made)—(Eastman calar)—(BIS).

Foreign-Made

(Distributors' addresses will be furnished an request)

ANGELIKA—D—Maria Schell—Satisfactary entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

ANNA CROSS, THE—D—Okeh Saviet entry for the art spats—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Class-Mohme).

BALLET CONCERT—COMP.—Uneven campllation af dance sharts is Okeh far art spats—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BRIDE WITH A DOWRY—CD—Routine Soviet impart—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photagraphed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkina).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

COMPANIONS OF THE NIGHT—D—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactary far the art and Russian spats—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcalor)—(Artkina).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Margan, Martine Carol—Three part affering is akeh far the art hauses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—Absarbing drama for the art hauses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Fair import for the art hauses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

FOUR WAYS OUT—MD—Gina Lollobrigida—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

FRENCH TOUCH, THE—C—Fernandel—Amusing impart far the art spats—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One af the better imports—108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GATE OF HELL—D—Machiko Kyo, Kazue Hasegawa, Isao Yamagata—Outstanding entry for the art spots—89m.—See April 20 issue—(Japanese made)—(English titles)—(Eastman color)—(Harrison).

GRAN VARIETA—CDMU—Vittorio De Sica, Lea Padovani, Nico Pepe—Okeh impart far art spots—102m.—see June 1 issue—(Italian-made)—(English titles)—(Color)—(Continental).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, —Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HAMIDO—MD—Hoda Soultan, Farid Chawky, Tahia Carioca—Import has selling angles and novelty—122m.—see June 1 issue—(Egyptian-made)—(English title)—(Gould).

HEARTBREAK RIDGE—DOC—Well-made Korean war documentary far art spots—Produced by Rene Risacher; directed by Jacques Dupont—86m.—see May 18 issue—(French made)—(English titles and narration)—(Eastman color)—(Stereophonic sound and Perspectascope)—(Tudor).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegarde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue—(French-made)—(English titles)—Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—Maderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue—(Technicolor)—(Italian-Made)—(BuenaVista through various franchise holders).

IMPOSTER, THE—MD—Japanese cast—Okeh Oriental impart for the art houses—89m.—see April 6 issue—(Japanese-made)—(English titles)—(Brandon).

KINGDOM ON THE WATERS, A—DOC—Written, photagraphed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

MERRY-GO-ROUND—CD—Fair import for art spots and German language houses—100m.—see April 20 issue—(German made)—(English titles)—(Casino).

NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Francoise Rosay—Okeh for the art spots—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times).

PARIS INCIDENT—CD—Fine import for the art and class spots — 90m. — see July 28 issue — (French-made)—(English titles)—(Davis).

PRINCESS CINDERELLA—FAN—Should appeal most to juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).

SIDE STREET STORY—D—Toto—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SKANDERBEG—HISD—Historical action drama for Russian spots — 95m. — see July 28 issue — (Russian-made) — (English titles)—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

TRUE AND THE FALSE, THE—D—Signe Hasso—Satisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Superior import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Two Reel

COMEDIES

ALL-STAR (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933
7415	(Apr. 28)	Scratch, Scratch, Scratch (Clyde)	F	16m.	3966
7416	(June 9)	Nobody's Home (Quillanevernon)			

ASSORTED FAVORITE REPRINTS (6)

7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933
7426	(May 5)	Hiss and Yell (Vague)			

COMEDY FAVORITE RE-RELEASES (6)

7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)	G	18m.	3953
7435	(Apr. 21)	Ready Willing But Unable (Brendel)	F	16m.	3959
7436	(June 16)	Training For Trouble (Schilling & Lane)			

SERIALS (4)

7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933
7160	(June 9)	Adventures of Captain Africa			

THE THREE STOOGES (8)

7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse	F	16m.	3953
7407	(Apr. 14)	Bedlam in Paradise	F	16m.	3959
7408	(June 2)	Stone Age Romeos			

CANDID MICROPHONES (Reissues)

7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934
7555	(June 2)	Series 2, No. 2			

COLOR FAVORITES (15) (Technicolor) (Reissues)

7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber	G	6m.	3947
7610	(Apr. 7)	Treasure Jest	G	6½m.	3955
7611	(Apr. 21)	Picnic Panic	F	6m.	3966
7612	(May 12)	Mother Hubba-Hubba Hubbard			
7613	(June 2)	Kukunuts			
7614	(June 23)	Scary Crows			

MR. MAGOO (4) (Technicolor)

7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926
7703	(May 19)	Magoo Express	G	6m.	3966
7704	(June 23)	Madcap Magoo			

MR. MAGOO SPECIAL (Technicolor) (CinemaScope)

7509	(Jan. 6)	When Magoo Flew	E	7m.	3857
7999	(Sept. 2)	Autumn In Rome	G	8m.	3843

SCREEN SNAPSHOTS (10)

7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7353	(Nov. 18)	Hollywood Cowboy Stars	F	10½m.	3947
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers	F	10m.	3959
7858	(May 5)	Hollywood Plays Golf			
7859	(June 16)	Hollywood Beauty			

THRILLS OF MUSIC (6) (Reissues)

7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys	G	10½m.	3900
7954	Feb. 10)	Tony Pastor and Orch.	G	10m.	3934
7955	(Apr. 10)	Elliott Lawrence & Orch.	G	10m.	3974
7956	(June 9)	Ray Eberle & Orch.			

UPA ASSORTED CARTOONS (4) (Technicolor)

7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Mar. 24)	Four Wheels No Brakes	E	6½m.	3955
7504	(May 19)	Baby Boogie	E	7m.	3966

WORLD OF SPORTS (10)

7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise	F	9m.	3967
7808	(Apr. 28)	Barking Champs	G	9m.	3967
7809	(June 2)	Sun Sports			

MGM

TWO REEL SPECIAL

		MGM's 1955 Motion Picture Celebration	G	18m.	3933

One Reel

CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)

W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W639	(Nov. 13)	Downhearted Duckling		7m.	
W-640	(Dec. 4)	Dixieland Droopy (TA)		8m.	
W-641	(.....)	Field and Screen	G	7m.	
W-642	(.....)	Mouse For Sale	F	7m.	

CINEMASCOPE CARTOONS (4) (Technicolor)

C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)	G	7m.	3947
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)	F	7m.	3947

FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)

T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	3955

GOLD MEDAL REPRINT CARTOONS (8)

W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
W-662	(Jan.)	Part Time Pal	G	7m.	3900
W-662	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
W-664	(Feb.)	Dr. Jekyll and Mr. Mouse	G	8m.	3947
W-645	(Mar.)	Salt Water Tabby	F	7m.	3947

PETE SMITH SPECIALTIES (10)

S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)	G	9m.	3934
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	3926
	(Apr.)	Just What I Needed	F	9m.	3947
	(.....)	Global Quiz (Color)	G	10m.	3967

Paramount

SPECIAL (Technicolor)

T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933

CARTOON CHAMPIONS (6) (Technicolor) (Reissues)

S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842

CASPER CARTOONS (6) (Technicolor)

B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek	G	7m.	3947
B14-4	(Mar. 4)	Keep Your Grin Up	G	6m.	3955
B14-5	(May 27)	Spooking With A Brogue	F		
B14-6	(July 15)	Bull Fright			

GRANTLAND RICE SPORTLIGHTS (12)

R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	3947
R14-7	(Apr. 8)	Baseball's Acrobatic Age		9m.	
R14-8	(May 13)	Tumbling Jamboree			
R14-9	(June 10)	High Score Bowling			
R14-10	(July 1)	San Fernando Saddle Champs			

HEADLINER CHAMPIONS THRILLS (6) (Reissues)

A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843

HERMAN AND CATNIP CARTOONS (4) (Technicolor)

H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood	G	7m.	3947
H14-3	(Apr. 8)	A Bicep Built Far Two		7m.	

NOVELTOONS (6) (Technicolor)

P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	3947
P14-4	(Mar. 25)	Git Along Lil' Duckie		7m.	
P14-5	(June 10)	News Hound			
P14-6	(July 8)	Pop Goes The Weasel			

PACEMAKERS (6)

K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	G	10m.	3947
K14-4	(May 20)	Five Hundred Horses			
K14-5	(June 3)	Florida Aflame			
K14-6	(June 17)	Walk In The Deep			

POPEYE CARTOONS (8) (Technicolor)

E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags	E	7m.	3946
E14-4	(Feb. 11)	Nurse To Meet Ya	G	6m.	3955
E14-5	(Mar. 11)	Penny Antics		8m.	
E14-6	(May 20)	Beaus Will Be Beaus			
E14-7	(May 27)	Gift Of Gag			

TOPPERS (6)

M14-1	(Nov. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore	G	10m.	3947
M14-5	(Apr. 15)	Let's Look At The Birds			
M14-6	(Apr. 22)	Pick A Pet			

VISTAVISION SPECIAL

		Paramount Presents VistaVision	G	20m.	3933
V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
V14-2	(Apr. 29)	Vistavision Visits Mexico	E	17m.	3966
V14-3	(May 27)	Vistavision Visits The Sun Trails			
	(June)	VistaVision Visits Hawaii			
	(July)	VistaVision Visits Japan			

RKO

Two Reel

EDGAR KENNEDY REISSUES (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880

LEON ERROL REISSUES (6)

53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nav. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Fallow That Blonde	F	18m.	3880

RAY WHITLEY REISSUES (2)

53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842

RKO-PATHÉ SPECIALS (8)

53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River Ta The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers	E	15½m.	3953
53107	(May 6)	Operation Icecap	G	19m.	3966

SPORT SPECIALS (2)

53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(Apr. 15)	Bosketball Highlights		15m.	

MY PAL REISSUES (2)

53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842

THEATRE OF LIFE

53301	(June 17)	Devil Take Us			

One Reel

SCREENLINERS (13)

54201	(Sept. 17)	Hause Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fartress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water EverywhereF		8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
54208	(Apr. 1)	Bush Doctor	G	11m.	3967
54209	(Apr. 29)	Inland Seas	G	11m.	3967
54210	(May 27)	Staff Of Life	G	8m.	3967
54211	(June 24)	Rest Assured	F	8m.	3967
54212	(July 22)	Safety Is Their Business			

SPORTSCOPES (13)

54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mor. 18)	Here's Hockey	G	10m.	3939
54309	(Apr. 15)	Jai Alai	F	8m.	3967
54310	(May 13)	Everglade Posse	F	8m.	3967

WALT DISNEY CARTOONS (3)
(Technicolor)
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)

54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887

WALT DISNEY CINEMASCOPE CARTOONS (6)
(Technicolor)

54103	(Jan. 14)	No Hunting (D)	E	6m.	39 6

WALT DISNEY CARTOON RE-RELEASES (9)
(Technicolor)

54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54107	(Apr. 1)	Blame It On The Samba	G	6m.	3953
54108	(Apr. 22)	Chip An' Dale	G	7m.	3966
54109	(May 13)	Pedro	G	8m.	
54110	(June 10)	El Gaucho Goofy	G	8m.	
54111	(June 24)	Aquerela Do Brasil			

Republic

SERIALS (4)

S481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Konga	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Agoin	G	13ep.	3953
5485	(June 27)	King Of The Carnival			

One Reel

THIS WORLD OF OURS (6)
(Trucolor)

5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand		9m.	
5387	(Dec. 15)	Bali		9m.	
5388	(Mor. 1)	Venezuela		9m.	

20th Century-Fox

CINEMASCOPE SPECIALS
(Color)

7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers af the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Sympheny Number Faur.	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	( )	Miracle of Stereophonic Saund, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying Ta Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910

(1955)

7501	(Mar.)	Tuna Clipper Ship (Tech.)	E	18m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Calor)	G	10m.	3934
7504	(Feb.)	Fifth Avenue Ta Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Apr.)	Land Of The Nile (Color)			
7507	(May)	Tears Of The Moon (Color)			
7508	(Apr.)	Isles Of Lore (Color)			
7509	(May)	Punts And Stunts (Color)			
7510	(Mar.)	Pageants And Pastimes (Color)	F	13m.	3967
7511	(Apr.)	Colorado Holiday (Color)		9m.	
7512	(May)	Children Of The Sun (Color)		7m.	
7513	(May)	Clear The Bridge (Color)			

One Reel

SEE IT HAPPEN (6)

6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857

SPORTS (6)

3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857

TERRYTOONS (16)
(Technicolor)

5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
S402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
S405	(Feb.)	Nonsense Newsreel	G	7m.	3691
S407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
S411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
S413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
S416	(June)	Terry Bears in a Howling Success	F	7m.	3774
S418	(July)	Pride of the Yard	F	7m.	3798
S420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874

(1955)

S501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
5505	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			

TERRYTOON TOPPER REISSUES (10)

S403	(Jan.)	The Helicopter	F	7m.	3683
S406	(Feb.)	Much Ado About Nothing	G	7m.	3683
S409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
S415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Yaur Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788

(1955)

5502	(Jan.)	Dear Old Switzerland	F	6m.	3946
5504	(Feb.)	Swooning The Swooners	G	7m.	3955
5506	(Mar.)	Gandy Goose In It's All In The Stars	G	7m.	3959
5508	(Apr.)	The Two-Headed Giant	F	7m.	3967

United Artists

SPORTS SPECIAL

		Marciano-Charles Fight	G	21m.	3848
		Marciano-Cockell Fight			

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informal	G	16m.	3925
1307	(May 16)	Girl Time			
1308	(June 20)	Webb Pierce And His Wanderin' Boys			

SPECIALS

1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893

(1954-55)

1300	(Mar. 15)	A World Of Beauty	G	17m.	3925

One Reel

VISTARAMA SPECIAL
(CinemaScope and other aspect ratios)
(Eastman Color)

	(Nov.)	Speed Sub-Zero	G	9½m.	3874
	(Mar. 28)	Fortress Of Freedom (Tech) (SS)	E	10m.	3967

COLOR PARADES

1381	(Feb. 28)	Dust Eaters	E	9½m.	3947
1382	(Mar. 21)	Moose Country	F	9½m.	3967
1383	(Apr. 25)	White Magic	G	9m.	3967

WALTER LANTZ CARTUNES (13)
(Technicolor)

1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Shelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
1326	(May 9)	Private Eye Paoch	G	6m.	3947
1327	(June 6)	Sh-h-h-h	E	6m.	3966
1328	(July 4)	Bedtime Bedlam	G	6m.	

WALTER LANTZ CARTUNES
(Reissues)

1351	(Feb. 21)	The Band Master	G	7m.	3946
1352	(Mar. 28)	The Mad Hotter	G	7m.	3955
1353	(Apr. 25)	Banquet Busters	G	7m.	3959

VARIETY VIEWS

1341	(Dec. 27)	Trouble Bruin	G	9m.	3926
1342	(Jan. 31)	Little Lost Scent	F	9m.	3947
1343	(Apr. 11)	Whatever Goes Up	G	9m.	3967

Warners

SPECIALS (12)
(Technicalor)

2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull	E	17m.	3933
2007	(Mar. 5)	Mississippi Traveler (Warner Color)	E	17m.	3946
2008	(Apr. 9)	Old Hickory	E	17m.	3966
2009	(Aug. 13)	Festival Days			

CLASSICS OF THE SCREEN (6)

2101	(Sept. 25)	Wells Farga Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jon. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young	E	17m.	3953
2105	(May 28)	At The Stroke of Twelve			
2106	(July 2)	The Glory Around Us			
2110	(May 28)	Wave Of The Flag			
2111	(June 18)	The Adventure of Alexander Selkirk			
2112	(July 16)	Uranium Fever			

One Reel

BLUE RIBBON HIT PARADES (13)
(Reissues)
(Technicolor)

2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial af Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Oproar	F	7m.	3939
2307	(Feb. 26)	You Were Never Duckier	G	7m.	3947
2308	(Apr. 2)	House Hunting Mice	F	7m.	3966
2309	(Apr. 23)	Crowing Pains	F	7m.	3966
2310	(June 4)	Hop, Look, And Listen			
2311	(June 25)	Tweefy Pie			
2312	(July 23)	Goofy Gophers			
2313	(Aug. 20)	What's Brewin' Bruin			

BUGS BUNNY SPECIALS (5)
(Technicolor)

2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m.	3933
2726	(Mar. 26)	Sahara Hare	G	7m.	3947
2727	(May 7)	Hore Brush			
2728	(June 11)	Rabbit Rampage			
2729	(July 9)	This Is A Life?			
2730	(Aug. 27)	Hyde And Hore			

JOE McDOAKES COMEDIES (6)

2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	Sa You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	Sa You Don't Trust Your Wife	F	10m.	3919

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
2404	(Mar. 12)	So You Want To Be A Gladiator	F	10m.	3947
2405	(May 7)	So You Want To Be On A Jury			
2406	(Aug. 27)	Sa You Want A Model Railroad			
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
2806	(Apr. 16)	The Playgirls	G	10m.	3967
		MERRIE MELODIES (22) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up	F	7m.	3933
2712	(Feb. 26)	Stark Naked	G	7m.	3933
2713	(Mar. 12)	Lighthouse Mouse	G	7m.	3947
2714	(Apr. 2)	Sandy Claws	G	7m.	3966
2715	(Apr. 16)	The Hole Idea	E	7m.	3966
2716	(Apr. 30)	Ready, Set, Zoom	G	7m.	3966
2717	(May 21)	Past Perfumance			
2718	(June 4)	Tweety's Circus			
2719	(June 25)	Lumber Jerks			
2720	(July 23)	Dauble Or Mutton			
2721	(Aug. 6)	Jumpin' Jupiter			
2722	(Aug. 20)	A Kiddie's Kitty			
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m.	3934
2506	(Mar. 19)	Football Royal	G	10m.	3967
2507	(May 21)	Riviera Revelries			
2508	(Apr. 23)	Rocky Mountain Big Game	F	10m.	3967
2509	(July 9)	Italian Haliday			
2510	(Aug. 6)	Aqua Queens			
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days	G	10m.	3947
2605	(Apr. 30)	Fire, Wind, Flood	E	9m.	3967
2606	(June 18)	Same Of The Greatest			
2607	(July 30)	Gadgets Galore			

Miscellaneous

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Alien Orders (COI)	F	10m.	3857
		Barber Of Seville, The (Color) (Filmeco)	G	26m.	3959
		Chevalier de Menilmontant (Burstyn)	G	14m.	3873
		Churchill, Man Of The Century (BIS)	G	20m.	3953
		Composers In Clay (United World)	G	22m.	3856
		For Peace and Friendship (Color) (Artkino)	F	39m.	3887
		Formosa: The Guarded Island (Film Renters)	G	18m.	3953
		Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
		Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
		Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
		Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
		Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
		Lesson In Anatomy, A (IFE)	F	11m.	3849
		Lost Paradise, The (Pictura)	G	11m.	3857
		Miracle in Music, A (American)	G	8m.	3900
		Moving Spirit, The (Tech) (Kingsley-Int.)	E	17m.	3953
		Mystery Of Leonardo, The (IFE)	F	10m.	3848
		New Van Gogh, The (IFE)	G	15m.	3856
		Paul Gauguin (Pictura)	G	13m.	3848
		Queen's Colors, The (McDonald)	E	17m.	3918
		Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
		Romantic Youth (Burstyn)	F	15m.	3865
		Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
		Siam (Buena Vista) (Technicolor)	E	32m.	3918
		Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
		Story of Light, The (Color) (Bondy)	E	9m.	3866
		Switzerland (Technicolor) (Cinema-Scope) (Buena Vista)	E	32m.	3959
		Third Avenue El (Color) (Ardee)	F	12m.	
		Thursday's Children (BIS)	E	20m.	3953
		USSR Today No. 19 (Artkino)	F	12m.	3844
		USSR Today No. 24 (Artkino)	F	19m.	3874
		World of Life, The No. 1 (Meadow)	G	16m.	3873
		World of Life, The No. 7 (Meadow)	G	16m.	3873
		World Of Life, The, No. 10 (Meadow)	G	16m.	3933
		World of Life, The No. 13 (Meadow)	F	16m.	3873
		World of Life, The No. 15 (Meadow)	G	15m.	3873

THINGS YOU SHOULD KNOW

—about this service— THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatchable . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 9 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,— for it will be up-to-date the next time issued.

Pictures in order of release, with principal players, and producing company. Release dates are subject to change. Check your local exchange for current release date of any title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
APRIL	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
An Annapolis Story J. Derek, K. McCarthy, D. Lynn (Technicolor)	**Three For The Show** B. Grable, J. Lemmon, M. and G. Champion (Technicolor) (CinemaScope)	**The Glass Tomb** J. Ireland (Made in England)	**The Glass Slipper** L. Caron, M. Wilding, K. Wynn (Eastman color)	**Run For Cover** J. Cagney, J. Derek, V. Lindfors (Technicolor) (VistaVision)	**Escape To Burma** B. Stanwyck, D. Ferrar, R. Ryan (Technicolor) (SuperScope)	**I Cover The Underworld** S. McClory, J. Jordan, R. Middleton	**A Man Called Peter** J. Peters, R. Todd, R. Burton (DeLuxe color) (CinemaScope)	**The Purple Plain** G. Peck (Made in Ceylon) (Technicolor) (Rank)	**Chief Crazy Horse** V. Mature, S. Ball, J. Lund (Print by Techni- color) (CinemaScope)	**East Of Eden** J. Harris, J. Dean, R. Massey (WarnerColor; (CinemaScope)
Shotgun S. Hayden, Y. DeCarlo, Z. Scott (Technicolor)	**Jungle Moon Men** J. Weissmuller, J. Byron, B. Curtis	**Thunder Over Sangoland** J. Hall, M. Lord	**Bedevilled** A. Baxter, S. Forrest (Eastman Color) (CinemaScope)	**Mambo** S. Winters, S. Mangano V. Gassman	**The Informer** **Berlin Express** (Reissues)		**Violent Saturday** V. Mature, S. Sidney (DeLuxe color) (CinemaScope)	**A Bullet For Joey** E. G. Robinson, G. Raft, A. Totter (Bischoff-Diamond)	**Ma and Pa Kettle At Waikiki** M. Main, P. Kilbride, L. Nelson	
High Society L. Gorcey, H. Hall, A. Blake	**The Return Of October** (Reissue)						**Angela** D. O'Keefe, M. Lane	**Lilacs In The Spring** E. Flynn, A. Neagle (Eastman color) (English-made) (Wilcox)	**Man Without A Star** K. Douglas, J. Crain, C. Trevor (Technicolor)	
MAY	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**
Las Vegas Shakedown D. O'Keefe, C. Grey	**The End Of The Affair** D. Kerr, V. Johnson, J. Mills	**Air Strike** R. Denning, G. Jean, D. Haggerty	**The Prodigal** L. Turner E. Purdom, L. Calhern (Eastman Color) (CinemaScope)	**Strategic Air Command** J. Stewart, J. Allyson (Technicolor) (VistaVision)	**Bringing Up Baby** **I Remember Mama** (Reissues)	**Santa Fe Passage** J. Payne, F. Domergue, R. Cameron (Trucolor)	**Daddy Long Legs** F. Astaire, L. Caron, T. Moore (Color) (CinemaScope)	**The Tiger and The Flame** Mehtab (Made in India) (Technicolor) (Modi)	**Revenge Of The Creature** J. Agar, L. Nelson, J. Bromfield (3-D and 2-D)	**Jump Into Hell** J. Sernas, K. Kasznor, A. Moss
Skabenga Jungle Documentary	**Tight Spot** G. Rogers, E. G. Robinson, B. Keith	**Phantom Of The Jungle** J. Hall, R. Montgomery, A. Gwynne	**The Marauders** D. Duryea, J. Richards, K. Wynn (Eastman Color) (Print by Technicolor)		**Quest For The Lost City** D. and G. Lamb (Made in Guatemala) (Color)	**The Eternal Sea** S. Hayden, A. Smith, D. Jagger	**That Lady** O. DeHavilland, G. Roland, D. Price (Color) (CinemaScope) (Made in England)	**Kiss Me Deadly** R. Meeker, P. Stewart, C. Leachman (Parklane)	**Cult Of The Cobra** R. Domergue, R. Long, M. Thompson	**Strange Lady In Town** G. Garson, D. Andrews, C. Mitchell (WarnerColor) (CinemaScope)
	Cell 2455, Death Row W. Campbell, M. Carr, R. Campbell					**Don Juan's Night Of Love** R. Valcone, S. Pampanini	**The Adventures Of Sadie** J. Collins, K. More, G. Cole (Color)	**Robbers' Roost** G. Montgomery, R. Boone, S. Findley (Color) (Made in Mexico) (Goldstein)	**The Looters** R. Calhour, J. Adams, T. Gomez	
	Seminole Uprising G. Montgomery, K. Booth (Technicolor)							**Top Of The World** R. Robertson, F. Lovejoy, E. Keyes (Baird-Foster)		
JUNE	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**
Finger Man F. Lovejoy, P. Castle	**A Prize Of Gold** R. Widmark, M. Zetterling, N. Patrick (Technicolor)	**King Dinosaur** B. Bryant, W. Curtis	**Love Me Or Leave Me** D. Day, J. Cagney (Technicolor) (CinemaScope)	**The Far Horizons** F. MacMurray, C. Heston, D. Reed (Technicolor) (VistaVision)	**Son Of Sinbad** D. Robertson, S. Forrest, V. Price, L. St. Cyr (Technicolor) (SuperScope)	**Flame Of The Island** Y. DeCarlo, C. Thompson, R. Gam (Trucolor)	**The Magnificent Matador** M. O'Hara, A. Quinn (Technicolor) (CinemaScope)	**The Big Bluff** J. Bromfield, M. Vickers, (Wilder)	**This Island Earth** J. Morrow, F. Domergue, R. Reason (Technicolor)	**The Sea Chase** J. Wayne, L. Turner, D. Farrar (WarnerColor) (CinemaScope)
Lord Of The Jungle J. Sheffield, W. Morris, N. Gates	**5 Against The House** G. Madison, K. Novak, B. Keith		**Moonfleet** S. Granger, V. Lindfors, G. Sanders (Eastman Color) (CinemaScope)	**Hell's Island** J. Payne, M. Murphy, F. L. Sullivan (Technicolor) (VistaVision)	**Wakamba** E. M. Queeny African Documentary (Technicolor)	**The Green Buddah** W. Morris, M. Germaine	**Soldier Of Fortune** C. Gable, S. Hayward (Color) (CinemaScope) (Made in Hong Kong)	**The Sea Shall Not Have Them** M. Redgrave, D. Bogarde, (English-made) (Angel)	**Abbott and Costello Meet The Mummy** B. Abbot, L. Costello, M. Windsor	**Tall Man Riding** R. Scott, D. Malone, P. Castle (WarnerColor)
	The Petty Girl **They All Kissed The Bride** (Reissues)				**The Big Street** (Reissue)	**Double Jeopardy** R. Cameron, G. Robbins	**The Seven Year Itch** M. Ronroe, T. Ewell (Color by DeLuxe) (CinemaScope)	**Summertime,** K. Hepburn, R. Brazzi, (Technicolor) (Made in Italy) (Lopert)	**The Man From Bitter Ridge** L. Barker, M. Corday, S. McNally (Eastman Color)	
								Albert, R. N. A. Steel, J. Warner (English-made) (Angel)		

OBSERVATIONS

May 30—Memorial Day
June 14—Flag Day
19—Father's Day

MOON PHASES

	1 Quater	2 Full	3 Last	4 New
MAY	28	6	14	21
JUNE	26	5	13	19

FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell

MILLIONS OF FANS WAITING

Roaring action by ZANE GREY... America's most popular Western writer... brought to the screen with all its savage excitement!

EXPLOITATION F

Watch for a tremend
National book promo
of a special movie ed
of "ROBBERS ROOST
launched by Grosset
Dunlap.

GEORGE MONTGOMERY IN ZANE GREY'S

ROBBERS ROOST

COLOR BY DELUXE

co starring
Richard Boone · Sylvia Findley · Bruce Bennett
with Peter Graves · featuring Tony Romano
Screenplay by
JOHN O'DEA, SIDNEY SALKOW and MAURICE GERAGHTY
Produced by ROBERT GOLDSTEIN · Directed by SIDNEY SALKOW
A Leonard Goldstein Production · Released thru United Artists

thru UA

MOTION PICTURE

EXHIBITOR

JUNE 1, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE

Allied, TOA Meet With 20th-Fox

(page 6)

"Showman Helps Legion Of Decency"

(editorial)

AND FEATURING: EXTRA PROFITS

Eric Johnston last week gave a vote of confidence to the administration of the Production Code and said no changes were contemplated despite attacks on the group made recently by Legion of Decency officials.

LOOK looks at M-G-M's "LOVE ME OR LEAVE ME" and loves it!

In its issue, out May 31st, LOOK Magazine runs a 2-page spread with beautiful color art on "LOVE ME OR LEAVE ME." Be sure to display it in your lobby. It will help sell tickets. With permission of LOOK we reprint the following:

'A true story of a singer and a gangster makes a fine film.

'LOVE ME OR LEAVE ME' is based on the life of a singer of the 1920s, Ruth Etting. This M-G-M film tells a story of her marriage to a racketeer, Martin (the 'Gimp') Snyder, and the real names of both are used. The 'Gimp' is shown promoting Ruth's career by strong-arm tactics. Their relationship is dramatized with such explosive realism that audiences are never sure how the picture will end — a novelty for biographical movies. Under director Charles Vidor, Doris Day and James Cagney give dazzling performances as the mismated pair."

Typical of LOOK's dramatic photo captions:

"I'll kill you if I ever catch you hanging around her!" The "Gimp" (James Cagney) bursts into the house of a musician friend (Cameron Mitchell), looking for runaway Ruth (Doris Day). All three participants in this show-business tragedy are still living.

★

And Redbook picks it as "Picture of the Month." And loves it!

PRESS TIME FLASH!
Coronet Magazine names it "The Month's Best!"

Song Hit Records Fill The Airwaves! Publicity Breaks Every Day! Terrific Ad, Radio, TV Campaign!

★

M-G-M presents in CINEMASCOPE and COLOR

DORIS DAY • JAMES CAGNEY

In

"LOVE ME OR LEAVE ME"

Co-Starring CAMERON MITCHELL

With ROBERT KEITH • TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART

Story by Daniel Fuchs • Photographed in EASTMAN COLOR

Directed by CHARLES VIDOR • Produced by JOE PASTERNAK

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

MOTION PICTURE EXHIBITOR

JUNE 1, 1955
VOLUME 54 NUMBER 5

AN EXPERIENCED SHOWMAN HELPS THE LEGION OF DECENCY

WHILE WE EXPECT no gratitude for our efforts, particularly in view of the close ties which are known to exist between the Legion of Decency and another contemporary, we do believe that there is some helpful criticism and well-founded advice that could prove of service to the Legion.

But first, let us point out that we are not the official organ or representative for any one religion, or for any one moral group or opinion. We respect everything that contributes to wholesome coexistence; but our primary objective is to serve well the motion picture theatre industry. If we have bias, it will be toward the motion picture theatre industry. Because, you see, ours is a motion picture theatre industry trade paper.

And now to the criticism and advice, based on more than 40 years of motion picture industry experience:

1. Because the big majority of all of those occupied in production for the 10 or 12 major distribution outlets are conscientiously trying to maintain good taste and a high moral tone in the nation's movie entertainment, justice and good old American fair play should dictate that transgressors of Legion of Decency standards, or any other moral standards, should be specifically named by picture, by company, and by individual; and general charges such as made by Father Little recently should never be leveled against the whole industry—fringe opportunists and honorable citizens alike. By the Legion's own list of May 19, 1955, (after "Son Of Sinbad"), out of 245 domestic features in all categories of acceptability, there are only three releases (one per cent) by domestic major distributing outlets that have received the Legion's "C" or condemned rating. As a direct contrast, out of 82 listed foreign features, mostly from Europe, a total of 55 (67 per cent) have been condemned. But American producers have no connection whatsoever with these imports, and American major distributors don't distribute them. As a matter of fact they are competitors. So let's be fair about it, and let's not blanket the American industry with a condemnation or a scathing reference that is only guilt by association.

2. While the Legion of Decency is entitled to set up its own rules applying to its own membership, there is always a need for judgment and discretion in the application of rules that can only come with training and experience. We know that screening committees of Mrs. Looram's ladies can fluctuate from 3 to 73, dependent on the importance of, and the advance publicity given to, the particular picture. All, it seems, are members of the Legion of Decency; and, whether 3 or 73, all are entitled to express an opinion on the particular picture's moral values. Proof that these ladies, while possibly beautifully educated in the finest convent school and colleges, are neither trained nor experienced critics suitable to judge for mass intelligence, can be found in a current feature in which the producer chose to have some completely unnecessary and thoroughly vulgar gestures featured in camera closeups. Either the ladies didn't recognize the gutter significance of these gestures, or they were ashamed to admit that they did. For this picture, jockied by an "expert," enjoys a Legion of Decency "B."

We submit that a small compact committee of clergy, particularly if drawn from the intelligent parish mission and parish priest field, where they rub shoulders with and understand the moods and intelligence of the masses, would be much better qualified to begin with, and would stand a much better chance to gain the necessary training and experience, than Mrs. Looram's ladies. At least they would face problems as realists, and not as something to titter over and tell "the girls" at bridge club. Oh, for a Bishop Sheen to head a clerical group!

3. However good-intentioned may be the objectives of the Legion of Decency, it should be remembered that their "C" or condemned rating is not necessarily a box-office killer. If a feature is pretty poor entertainment to begin with, a "C" rating can kill it altogether, because the word gets around that it is a bad picture, and the "C" furnishes theatremen, who now don't want to live up to their contracts and play it anyway, with a reason for cancelling their contracts. But if a feature is well done, cleverly written, and entertaining, and if the same feature gets a "C" rating for its moral shortcomings, such a rating serves to add a promise of spice to its viewing, and furnishes a reference index for even such Catholics

(Continued on next page)

A JAY EMANUEL PUBLICATION. Faunded in 1918. Published weekly by Jay Emanuel Publicatians, Incarparated. Publishing affice: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New Yark 36. West Caast: Paul Manning, 9628 Cresta Drive, Los Angeles 35, Califarnia. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Albert Erlick, editar; Gearge Nanamaker, feature editar; Mel Kanecaff, New Yark news bureau editar; Arnold Farber, Physical Theatre editar; A. J. Martin, advertising manager; Max Cades, business manager. Subscriptians: Any one af six sectianal editions (NEW ENGLAND, NEW YORK STATE, PHILADELPHIA-WASHINGTON, SOUTHERN, MIDEAST, or MIDWEST-WESTERN) and the INTERNATIONAL editian; $2 per year (52 issues); and outside af the United States, Canada, and Pan-American cauntries, $5 per year (52 issues). The GENERAL editian containing all lacal news farms fram all editians: $7.50 per year (52 issues) and outside af the United States, Canada and Pan-American countries, $15 per year (52 issues). Special rates far twa and three years an applicatian. Entered as secand class matter at the Philadelphia, Pennsylvania, past office. Address letters ta 246-48 North Clarion Street, Philadelphia 7, Pennsylvania.

LETTERS TO THE EDITOR

Dear Jay:

On behalf of the Committee Against Pay-As-You-See TV, please accept our sincere thanks for giving the good cause a boost along the way.

TRUEMAN T. REMBUSCH
Co-Chairman,
Committee Against Pay-As-You-See TV
Franklin, Ind.

Dear Jay:

Your editorial, "The Noose Hangs High," in your issue of April 27, 1955, left me as would the kick of a mule. It was several minutes before both my desk and chair stopped reverberating. Some way should be found to put this on a record for all to hear—preferably high fidelity and long-playing.

MICHAEL H. EGNAL
Attorney and Exhibitor
Bristol, Pa.

Dear Jay:

Congratulations on your editorial, "The Noose Hangs High." This is the most penetrating and intelligent appraisal of the toll-TV situation that I have seen anywhere.

CHARLES E. McCARTHY
COMPO
New York

All Unsolicited

(The letters from readers of MOTION PICTURE EXHIBITOR which appear on this page are all unsolicited.

MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters to the publication.—Editor)

Dear Editor:

MOTION PICTURE EXHIBITOR is A-1 of all trade magazines.

WILLIAM (BILL) LEWIS
Harold S. Eskin's Strand
Gettysburg, Pa.

Dear Friends:

We have found your evaluations to be correct and of great value in buying and booking of pictures.

J. D. BROWN
Sky-Way, P. O. Box 561
Valdosta, Ga.

Dear Sir:

Please rush two notebooks to hold the pink SERVISECTION, the best picture analysis set up in the trade.

NORTON SHAPIRO
Rivoli Theatre
Roxbury, Mass.

Dear Sir:

I received my Date Book and after careful inspection I would like to go on record as saying that it is the nicest and most well made note and date book I have had the pleasure of seeing. It is well worth every penny asked for it. I am enclosing a money-order for the amount of $4.60 as payment for my date book. I would like to know if it is possible to obtain date book sheets dating from the first of April as I am very anxious to put my book to work. Is there a service manual published for the staff of an indoor theatre? If so, I would appreciate your including six of these, no, make it eight, for my staff and myself.

F. A. PHILLIPS
Nortown
Flint, Mich.

Dear Sir:

" . . . Your system of sending out pink and yellow sheets with information about pictures is still the best in the business. We are most happy to receive it each week."

JOHN G. OSBORNE
West Virginia Theatrical Enterprises, Inc.
Wheeling, W. Va.

Dear Sir:

MOTION PICTURE EXHIBITOR is one of my favorite trade papers.

E. PHILIP WILCOX
Parents' magazine
New York City

Editorial *(Continued from preceding page)*

who feel intellectually above being damaged, or who like to live dangerously.

We would therefore suggest that great care should be used in picking the victim of a "C" rating. Be sure the picture itself is weak and poor entertainment, and don't make the mistake of testing muscles against a picture like "The Moon Is Blue," that got lots more attention out of being condemned than it would ever have gotten as a regular release. Here again, a capable screening committee could prove invaluable.

4. It also seems to be a basic principle of fair play that the hand that spanks should also be willing to pat. If the Legion of Decency has a "C" or condemned classification for the products of the great American industry that brings so much pleasure to so many people, whether Catholic, Protestant, or Jew, then it also should have a "P" or praised classification for whatever its limited effect might have on the nation's boxoffice.

We agree that this thinking has a close relationship to the good old American fair play raised in our first point. We also agree that as a private group, all principles, American or otherwise, can be ignored if the Legion chooses to do so. But we do believe that the motion picture industry would try to be much more cooperative, and would try to police its own members with greater willingness, if it felt that the Legion of Decency had a friendly interest in its welfare. Down through the centuries, the man with the whip has never been a success at influencing people's minds and hearts. And the road to Calvary was an outstanding example of this.

5. And the last, but not least, of our observations deals with the leaks of information, the impressions of influence, and the "close friends" of certain individuals, that plant doubts in the minds of many sincere industry executives about the best method to use in Legion of Decency matters. Certain it is that many God-fearing men respect the Legion's objectives but have no confidence in it as a group. We agree that much of this could be attributed to the Legion through no fault or venality of its own. But the feeling does exist, and the "advance information" on Legion objections, and the "planned slip," keep it regularly well fed.

We don't think that the Legion of Decency, or the Catholic Archdiocese of New York that administers it, are in any way party to such shenanigans; but we do think that some wrong impressions have been born, and have been allowed to grow. Probably more than in any other walk of life, it seems necessary for all who are in any way connected with moral pressure groups such as the Legion to maintain themselves, like Caesar's wife, "above reproach." If they do, and if complete integrity, an "open door" policy toward the entire industry, and an understanding of its problems is maintained, we believe that mutual confidence will be established and a better working arrangement will eventuate.

These are the critical views, and the carefully considered suggestions, that have resulted from scores of conversations on the subject with executives from every facet of our industry, and over a long period of years. Should there be executives who disagree, our columns are always open to their views and suggestions as well. Certain it is that we have no quarrel with the objectives of the Legion of Decency. This we prove in the day in and day out operation of our own theatres. While not of the Catholic faith, ours is not a lip service alone—but a moral principle of our own.

Jay Emanuel

BROADWAY GROSSES

(As of this Monday)

"Crockett" Crocks 'Em

NEW YORK—Aided by the arrival of important new product and the long Memorial Day weekend the overall picture of the Broadway first-runs indicated satisfactory business, although some of the hold-overs continued to lag.

According to usually reliable reports reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Strategic Air Command" (Paramount). Paramount held at an estimated $40,000 for the sixth week.

"Soldier Of Fortune" (20th-Fox). Roxy reported $49,288 for Friday through Monday, with the opening week sure to top $70,000.

"Love Me Or Leave Me" (MGM). Radio City Music Hall, with stage show, hit $133,500 for Thursday through Monday, with the opening week bound to top $170,000.

"The Far Horizons" (Paramount). Criterion dropped to $14,000 on the second session.

"Davy Crockett, King Of The Wild Frontier" (Disney-Buena Vista). Globe jumped from $6,000 on the second week of U-I's "Revenge Of The Creature" to a sensational $41,500 opening week with this live-action Disney.

"Violent Saturday" (20th-Fox). Mayfair still dropped to $11,000 on 3rd week.

"The Magnificent Matador" (20th-Fox). Astor opened to $20,000 week.

"Strange Lady In Town" (Warners). Victoria dropped to $18,000 on 2nd week.

"The Prodigal" (MGM). Capitol dropped to $22,000 on the third week.

"Blackboard Jungle" (MGM). Loew's State, on its 11th and last week, claimed $15,000.

Cellar Backs Treble Damages

WASHINGTON—House Judiciary committee chairman Cellar (D., N. Y.) revealed last fortnight that he will introduce to Congress a bill seeking to exclude from federal income tax two-thirds of the treble damages won by persons bringing private anti-trust suits. This would have the effect of upsetting a recent Supreme Court decision concerning the Goldman Theatres, Philadelphia, in which the court upheld the contention of the Internal Revenue Service that the entire amount recovered in such suits is subject to tax. Lower courts previously held that only the actual damages amount was taxable.

Cellar pointed out that treble damages are awarded now as an incentive to injured persons to undertake the long, complex, and expensive law suits involved to collect under the anti-trust laws, and to insure adequate compensation for the risks and costs involved.

Rylander Leaves Columbia

NEW YORK—It was learned last fortnight that Al Rylander, exploitation manager, Columbia, will leave the company to join NBC-TV as exploitation director, assuming that post as of June 6. Rylander joined Columbia in 1941 as supervisor of columns and special publicity. He has been in his current post two years.

Seymour Poe, well known U. S. distribution executive and producers' representative, was recently designated as new executive vice-president, IFE Releasing Corporation.

NEW YORK
By Mel Konecoff

THE NEWEST and one of the finest drive-ins on Long Island was unveiled for the press at a special preview several days prior to its actual opening. We refer to the Bayshore Sunrise, Bayshore, another link in the chain of Prudential Theatres.

KONECOFF

Equipment people, newspaper and magazine representatives, as well as those from distributors, local citizenry, friends and well-wishers were on hand to inspect the marvels of the place and wonder at its equipment and installations. It also looked as if there were a convention of the Seider family, which is another way of saying Prudential. All the members we met are handsome, forceful, well-informed, and fine exhibitors (do we get the pass now, fellas), and we wish them well on this, their latest enterprise.

Fifteen hundred cars will be accommodated here and to aid in the attraction for children are such features as a power-driven carousel, a power-driven Ferris wheel, slides, swings, climbers, etc., all free of charge. For adults there are shuffleboards, horseshoe pitching areas, a picnic area with benches and chairs.

The refreshment pavilion takes up about 4500 square feet while a lounging and dancing patio is also to be found in the area with a free juke box for pre-show entertainment.

Equipment-wise, the screen consists of specially treated aluminum and is the second such installation by Manco-Vision. The sample picture that night in CinemaScope size was very good and should make patron viewing a pleasure on the 135 by 54 foot screen. The lamphouses are manufactured by Ashcraft, the projectors are Motiograph, the sound system is RCA capable of reproducing both optical and magnetic tracks. The in-car speakers are by Ballantyne.

With regard to the paving, it's claimed that this item is the latest development

(*Continued on page* 18)

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

RKO stockholders are advised that talks are on between Howard Hughes and Floyd Odlum to decide the company's future (page 19).

Distribution

Film salesmen and film companies break off contract negotiations (page 6).

Exhibition

Plans are readied for the golden anniversary celebration of the founding of the nickelodeon (page 10).

Financial

Allied Artists' income rises (page 10).

Warners' net also shows an increase (page 19).

International

Newspapers in Canada give more attention to films, gratifying exhibitors; use of screen advertising grows; winners announced in Famous Players' ballyhoo contest; and Cuba organizes a film institute to aid industry development (page 12).

U-I concludes European sales meet (page 18).

Legislative

House judiciary committee chairman favors treble damages in anti-trust suits (page 5).

Mel Konecoff

Prudential Theatres' Bayshore Sunrise Drive-In opening on Long Island draws a host of press representatives; UJA amusements division honors Major Albert Warner at a New York luncheon; Chinese cookies sweeten ballyhoo for 20th-Fox's "Soldier Of Fortune"; and other items are discussed (pages 5 and 18).

Organizations

Combined Allied, TOA committee meets with 20th-Fox executives and hints that other such top level meetings may follow; Rube Shor and Abram Myers seek meeting with Warners and Paramount on industry problems (page 6).

COMPO names 40 top industryites to audience poll awards committee (page 7).

Eric Johnston, MPAA head, praises work of Production Code Administration (page 17).

Closed circuit phone conference will launch Will Rogers Hospital drive (page 17).

Ed Emanuel named to head 1956 New York Variety Clubs International convention (page 17).

Technical

CinemaScope installations near saturation point, with New York fully equipped (page 7).

Allied-TOA Discuss Woes With 20th-Fox

First Individual Meeting May Herald Similar Talks With Other Distributors; Other Avenues Also Open

NEW YORK—The day after an opening session last week of the joint committee meeting of Theatre Owners of America and Allied States Association in the Sheraton Astor Hotel, called to discuss avenues of redress for exhibition's complaints about high film rentals, committee members met with a group of 20th-Fox executives, headed by president Spyros P. Skouras. The 20th-Fox meeting was the first of what may be a series of meetings with individual company heads as a compromise to the all-industry roundtable conference rejected by film executives recently, some of whom suggested the separate talks.

TOA president E. D. Martin revealed that TOA had come out openly for the first time in favor of arbitration of film rentals, further closing ranks with National Allied, which has been firm always in its demand that the rentals be included in any industry arbitration setup. The TOA-Allied committee asked that every theatre in the country have the opportunity to buy all of 20th-Fox product on an equitable basis so that "the greatest possible audience" could be retained. A 20th-Fox statement credited the meeting with bringing about a "closer understanding of common goals," particularly about the great difficulties facing the small exhibitor.

Observers said that one reason for the selection of 20th-Fox as the first of such possible individual conferences was because Al Lichtman, the company's distribution director, had made the original proposal for a roundtable conference, and later suggested making film rentals up to $50 an arbitratable item. Because of illness, Lichtman was unable to be here last week, and Skouras said that a statement of company policy would be issued at a later date after he had conferred with Lichtman, together with executive assistant general sales manager William C. Gehring, and others who were present at the meeting. Skouras announced that 20th-Fox was "elated" that it met with a "united group representing the two important exhibitors organizations. . . . We were greatly impressed with . . . the utmost sincerity demonstrated. . . . They seek a better industry . . . for all its integral parts. . . ." Other 20th-Fox executives participating were W. C. Michel, Arthur Silverman, Alex Harrison, Glenn Norris, and Rodney Bush.

The individual company approach was reported to be only one of many avenues explored by the exhibition committee in its private sessions. A non-cooperation policy, or boycott, against one or more distributors most responsible for exhibition's plight was discussed, as well as a bid for federal regulation of film rentals. Benjamin Berger, a member of the joint committee and president, North Central Allied, stated that the Emergency Defense Committee of National Allied will try to "spotlight" exhibition's plight with the Senate Small Business Committee.

The Central Allied executive, when queried about Theatre Owners of America joining with National Allied in the plan for federal regulation, said that the chances look "pretty good." TOA, with many of its big circuit members opposed in principle to the regulation issue, has been reluctant in the past to go along.

National Allied representatives on the committee, in addition to Berger, were president Rube Shor, Ben Marcus, and Jack Kirsch. The TOA delegates, besides Martin, were Alfred Starr, Walter Reade, Jr., and Myron Blank.

Salesmen, Film Companies Break Off Contract Talks

NEW YORK—Negotiations between the Colosseum of Motion Picture Salesmen and major film companies collapsed last fortnight despite the efforts of Commissioner J. R. Mandelbaum, Federal Mediation and Conciliation Service, who had urged the union representatives to present a new set of proposals.

The Colosseum negotiating committee, headed by general counsel David Bartell, presented a settlement package calling for a union shop, a $6 weekly salary increase, a wage minimum of $85 a week, a cutoff of $135 a week, and an increase in per diem expense allowance of $11 for country salesmen and 50 cents for city salesmen.

The distributors, who made certain exploratory moves in an effort to close the gap of disagreement, finally stayed with their last official offer of $4 weekly increase, a $120 a week cutoff, and an offer to better the present union security provision.

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Exhibitors Seek Meet With Warners, Para.

NEW YORK—Rube Shor, president, and Abram Myers, board chairman and general counsel, National Allied, announced last week a press conference following a spring board meeting that the directors had authorized Allied representatives to join with Theatre Owners of America on the joint committee to seek meetings with the heads of Paramount and Warners, similar to the conference held recently with 20th-Fox executives, on the regulation of film prices.

The executives disclosed that a refusal on the part of the film companies to meet separately with the joint committee would result in National Allied turning to Congress to seek legislation regulating film prices, to which the organization has been committed for some time.

Myers explained that Paramount and Warners were singled out for the next meetings because they are the companies "most difficult to get along with," and that if nothing should be accomplished in getting them to modify their sales policy, there would be no point in going any further. However, should the projected talks be successful, Myers said that the joint committee would then try to arrange separate talks with all film company heads.

Other action by the board of directors placed them unanimously on record against consideration of a merger with TOA "at this time," which was prompted, according to Myers, by a desire to allay "anxiety" caused in Allied ranks by press stories dealing with the question of a single exhibitor organization. The directors also drafted and passed a resolution calling on the attorney general to insure exhibitors the right to protest to the Justice Department and federal courts in cases of new acquisitions by divorced circuits. Myers said exhibition must have the opportunity to be heard before a court rules on the acquisition. The board likewise approved a motion protesting exorbitant rentals on feature films produced with the cooperation of the armed services which limit the number of theatres in a financial position to show the pictures.

Co-chairman Trueman T. Rembusch, Committee Against Pay-As-You-See TV, reported to the board that much progress has been made in the committee's fight against subscription television but that, in spite of this, there is a long road ahead.

Wage Action Postponed

WASHINGTON—The House Labor Committee voted last week to postpone consideration of extending minimum wage coverage to interstate theatre circuits and similar retail and service groups. At the same time, the committee decided to hold hearings "at a very early date" on the administration's proposal to increase the minimum wage itself from 75 cents to 90 cents an hour but, according to chairman Barden (D., N. C.), proposals for extension were a matter for further study.

Johnston Gives Boost To PCA Administration

HOLLYWOOD—Geoffrey Shurlock's administration of the Production Code received another boost last fortnight when Eric Johnston, MPAA president, said in a press conference that he has complete confidence in Shurlock, which is reflected throughout the industry, and that no changes are contemplated in the Code at this time. He referred specifically to an earlier meeting with industry leaders at which the PCA head was given a vote of confidence. Johnston said that films have been more "carefully attuned to family life than any other medium of expression."

When asked his views on the recent Legion of Decency attacks on PCA laxity about moral issues in the industry, Johnston said outside criticism is welcome, but that the Code is being administered in the same careful way it always has been, adding that what might appear to be an overabundance of violence and the like in pictures is actually only a cumulative impression, and that many of the films under fire were made prior to Shurlock's tenure of office. The MPAA head declined to comment on specific issues, but said that no concessions will be made because none are necessary.

Pointing out the effectiveness of the Code to date, Johnston said that since its inception, no states have passed censorship laws which did not already have them, and that some states have actually repealed existing censorship laws, feeling that the Code was adequate protection. Regarding the question of "objectionable" film advertising, he said that MPAA offices in New York in charge of the problem are "having less trouble now than in the past."

C'Scope Saturation Near

NEW YORK—20th-Fox disclosed last fortnight that all domestic sales possibilities for CinemaScope product will have been equipped by July 15 if the installation rate of the last five months is maintained. At the beginning of May, more than 13,700 theatres had been equipped, including 11,424 possibilities in the U. S. and Canada, the film company said, representing 73 per cent of total possibilities, although a number of branch areas have not yet reached the two-thirds mark in wide-angle installation.

The New York territory is the first with every CinemaScope possibility equipped, a total of 587, boasting the highest percentage of four-track stereophonic sound installations, too, 20th-Fox said. Official reports show that 47.7 per cent, or 347 theatres of the total 727 equipped use four-track magnetic stereophonic sound prints. Total New York single-track optional sound installations total 351, with 29 mixers also operating in the area, the company said.

"Mr. Roberts" Acclaimed

NEW YORK—Unanimous acclaim greeted the "in-the-theatre" showings of "Mister Roberts," a Leland Hayward production for Warners, held last week in the company's 32 exchange centers over the country. An estimated 17,000 to 18,000 exhibitors, press, radio, and TV representatives turned out for the screenings.

COMPO Names 40 Top Industryites To Audience Awards Poll Committee

SCTOA Commends Lichtman's Rental Arbitration Proposal

HOLLYWOOD—Harry C. Arthur, Jr., chairman, Southern California Theatre Owners Association, last week supported 20th-Fox vice-president Al Lichtman's proposal that arbitration be adopted for negotiations between exhibition and distribution where the film rental is $50 or less.

In a letter to Lichtman speaking for the entire association, Arthur said that a resolution had been unanimously passed at a board meeting expressing commendation for the suggestion, which was termed a "step in the right direction." It went on to say that it is a good beginning which, if adapted by the film companies, would be of material assistance in quieting the unrest in the industry.

ASCAP Sues Drive-In

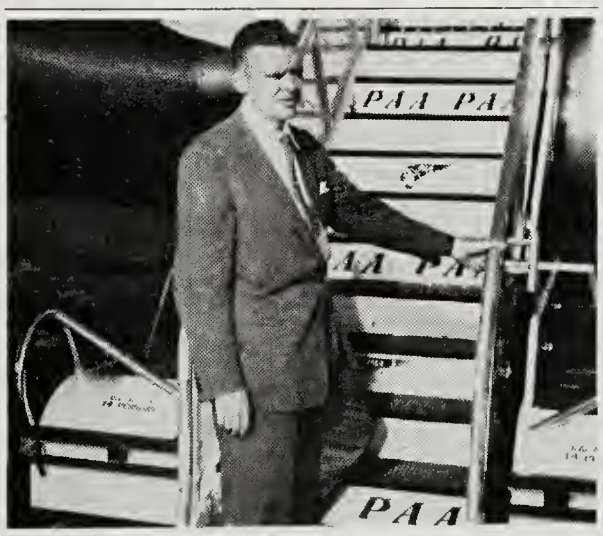
NEW YORK—Two members of the American Society of Composers, Authors and Publishers, Irving Berlin and Frank Music Corporation, have filed suit for copyright infringement against the Thrift Drive-In, Charlotte, alleging that their copyrighted songs were performed without authorization at the establishment.

The plaintiffs asked the Court to restrain the defendants from publicly performing the songs in the future, and to award statutory damages of not less than $250 for each of the unauthorized performances, together with court costs and attorney's fees.

Clifford H. Faw and Dorothy R. Faw, proprietors of the establishment, were named defendants.

Stock Notes

WASHINGTON—The Securities and Exchange Commission reported the following stock transactions last fortnight in the film companies during April: vice-president Joseph A. McConville, Columbia, sold 1000 shares common, decreasing his holding to 3,148 shares; Warners president Harry M. Warner made gifts of 2,350 shares of common stock to charities, decreasing his direct company holdings to 103,500.



Hazard E. Reeves, president, Cinerama, Inc., recently flew to Paris to supervise the opening of Cinerama at the Empire. The Parisian installation is the 19th theatre in the world showing Cinerama productions.

NEW YORK—Appointment of 40 top industry leaders to serve as a national committee, under the chairmanship of Elmer C. Rhoden, for the national Audience Awards poll to be held Nov. 17 to 27, was announced last week by the COMPO co-chairmen, Wilbur Snaper, Sam Pinanski, and Al Lichtman. All appointees have consented to serve.

They are Horace Adams, president, Allied Theatres of Ohio; Richard W. Altschuler, vice-president and world-wide director of sales, Republic; Governor Ellis G. Arnall, president, Society of Independent Motion Picture Produces; Harry C. Arthur, Jr., chairman of board, Southern California Theatre Owners Association; John Balaban, president, Balaban and Katz Corporation; Harry Brandt, president, Independent Theatre Owners Association; Walter E. Branson, world-wide sales manager, RKO; Col. H. A. Cole, chairman, Allied Theatre Owners of Texas; Will J. Conner, executive vice-president, John Hamrick Theatres, Inc.; Roy Cooper, president, Roy Cooper Theatre Company; Simon H. Fabian, president, Stanley Warner; Charles J. Feldman, vice-president and general sales manager, U-I; Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association, Inc.; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc.; William J. Heineman, vice-president in charge of distribution, United Artists; Harry Hendel, secretary-treasurer, Allied Motion Picture Theatre Owners of Western Pennsylvania; Eric Johnston, president, Motion Picture Association of America, Inc.; Ben Kalmenson, vice-president, Warners; Jack Kirsch, president, Allied Theatres of Illinois, Inc.; Edward W. Lider, president, Independent Exhibitors, Inc., of New England; Ben D. Marcus, general manager, Marcus Theatres Management Company; E. D. Martin, president, Theatre Owners of America, Inc.; Pat McGee, general manager, Cooper Foundation Theatres; Abe Montague, vice-president and general sales manager, Columbia; Martin J. Mullin, president, New England Theatres, Inc.; C. Elmer Nolte, Jr., president, Allied Motion Picture Theatre Owners of Maryland, Inc.; Robert J. O'Donnell, general manager, Interstate Circuit, Inc.; Walter Reade, Jr., president, Walter Reade Theatres, Inc.; Charles M. Reagan, vice-president, and general sales manager, Loew's, Inc.; Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres; Herman Robbins, chairman, National Screen Service; Sol A. Schwartz, president, RKO Theatres; Ruben Shor, president, National Allied; Spyros S. Skouras, president, Skouras Theatres Corporation; Joseph R. Vogel, president, Loew's Theatres; George Weltner, president, Paramount Film Distributing Corporation; Robert N. Wilby, president, Wilby-Kincey Service Corporation; Maurice R. Goldenstein, vice-president and general sales manager, Allied Artists; M. F. Gowthorpe, president, Butterfield Theatres.

In a statement written for a brochure being prepared by COMPO as an outline of plans for the poll. Shor urged every Allied exhibitor to ccoperate and participate in the effort.

Goldenson said that the poll would stimulate the development of new stars and help increase theatre patronage and promised the full cooperation of all theatres in his extensive circuit.

For JULY 4th,-WARNER

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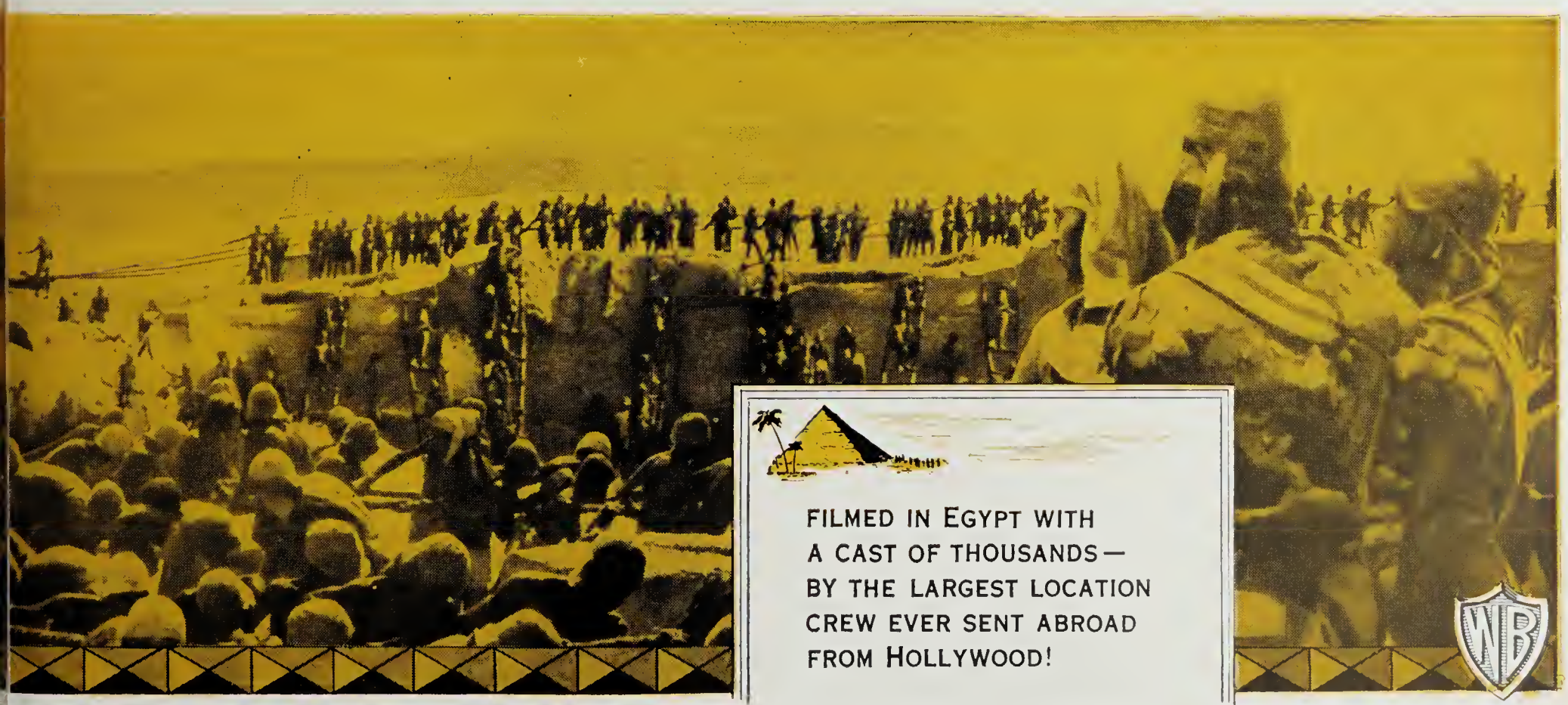

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CREW EVER SENT ABROAD
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JCED AND DIRECTED BY HOWARD HAWKS PRESENTED BY WARNER BROS.

Music composed and conducted by Academy Award Winner DIMITRI TIOMKIN who went to the land of the Nile and captured it in haunting melody!

MPE Feature Editor Nonamaker Heads "Showmanship Sweepstakes"

PHILADELPHIA—Following on the heels of the recent announcement that MOTION PICTURE EXHIBITOR will inaugurate a $100 per week SHOWMANSHIP SWEEPSTAKES in its Better Management department on July 6, comes the appointment of George Nonamaker, a member of the publication's editorial staff for 14 years, as head of the department.

NONAMAKER

Nonamaker brings a wealth of exploitation, publicity, advertising, and journalistic experience with him, and under his guidance, SHOWMANSHIP SWEEPSTAKES, with its payoff of a weekly prize for the best stunt sifted, selected, and awarded by a board of competent judges, should soon prove itself as the hottest idea for bettering business ever presented in a motion picture trade paper.

This is a brand new idea and part of a complete merchandising plan, but as far back as 1922 the publication realized that Better Management was an important department in each issue. In 1928, Nonamaker first took charge of all material for Better Management. In 1946, he again assumed charge of the department, and the current expansion also will be under his direction.

"A lot of the corn of yesteryear will be missing," said Nonamaker, "but, believe me, a lot will remain. There is a lot of truth in that old saying, 'There's little new under the sun' when applied to the advertising, publicity, and exploitation business. We'll do right by the new ideas, but we'll give plenty of attention to the old ones, too, when they crop up. Of course, the SWEEPSTAKES pay off is a new idea, and we hope as many as possible grab a piece of change. We promise to help with tips for tie-ups; a resuming of 'how to do' things; and, best of all, how to help YOU win some of that lovely money."

The judging committee is now being selected and will be announced just prior to the start of the contest.

AA Income Up

HOLLYWOOD—Allied Artists Pictures Corporation and subsidiaries rolled up a gross income of $9,134,458 for the 39-week period ending April 2, it was announced last fortnight by Steve Broidy, president, who said the figure included over $500,000 from the sale of old negatives. This compares with $8,290,681 for the corresponding period of the previous year.

Net profit before federal income taxes came to $648,868, compared with $585,289 for the same period last year. Net after taxes in the 1955 period amounted to $400,868, as compared with $281,289 in 1954. Broidy explained that because of the sale of capital assets, tax reserve for the period just ended was $244,000.

Castle Asks USIA Cut

WASHINGTON—Testifying last week before a Senate appropriating committee, Eugene W. Castle, formerly a documentary film producer who recently published a book attacking the U.S. Information Agency, renewed his fight for major reductions in the government's overseas information program, especially in film production.

In a budget of $80,000,000 already approved by the House, Castle urged a cutback of $27,800,000, saying that the film program earmarked at $3,000,000 should be reduced to $600,000. He believes the USIA should be abolished altogether, and its "essential functions" transferred to the State Department.

U-I's home office sales cabinet, division and district managers, and advertising and promotion executives recently gathered at the U-I studios for a mid-year conference and product preview. Seen, seated around the table, left to right, are F. J. A. McCarthy, southern and Canadian sales manager; Ray Moon, assistant general sales manager; Edward Muhl, vice-president in charge of production; Alfred E. Daff, executive vice-president; Charles J. Feldman, vice-president and general sales manager; N. J. Blumberg, chairman of the board; David A. Lipton, vice-president; A. W. Perry, president, Empire-Universal, which distributes U-I's pictures in Canada; P. T. Dana, eastern sales manager; standing, left to right, Harry Fellerman, sales head, U-I special films division; Mark Plottel, Empire-Universal sales manager; Joseph Gins, district manager; David Levy, district manager; James Frew, district manager; Irving Sochin, short subjects sales manager; Lester Zucker, district manager; Foster M. Blake, western sales manager; P. F. Rosian, district manager; Clark Ramsay, executive assistant to Lipton; Charles Simonelli, eastern advertising and publicity department manager; Archie Herzoff, studio advertising and promotion manager; James J. Jordan, circuit sales manager; Henry H. Martin, district manager; and Barney Rose, district manager.

Golden Anniversary Of Nickelodeon Set

PITTSBURGH—Plans were underway last week for the nationwide June 19 celebration of the golden anniversary of the Nickelodeon, the world's first all-motion picture theatre, founded by the late John P. Harris in 1905. Independent exhibitors are joining the Stanley Warner and Harris Theatres in special observances and programs throughout June. The date was changed from June 5 to June 19 when the Historical Society of Pennsylvania informed John H. Harris that the former date was in error.

A plaque will be dedicated at the site of the old Nickelodeon on June 19 by a group led by Governor George M. Leader, Mayor David Lawrence, Allegheny County Commissioner John J. Kane, Harry W. Fowler, and John M. Walker, together with the Historical Society of Western Pennsylvania. The world premiere of an important picture will be held, and the Variety Club of Pittsburgh is arranging a dinner for the occasion honoring Pittsburghers who attained fame in films and representatives of 15 area firms. Top executives expected to attend include Spyros P. Skouras, 20th-Fox head; Bob O'Donnell, head, Interstate Circuit in Texas; and Walter Reade, Jr., Reade Circuit in New Jersey.

A trailer featuring background shots of an old-time Nickelodeon, a modern luxury theatre, and children and families enjoying a film show, together with a 40-by 60 developing a "We're Celebrating" theme, stressing the entertainment value of the theatre, are among the promotional items being distributed by National Screen Service.

The theme, "Every Man His Own Chairman," has been adopted for the celebration to permit the exhibitor to observe the occasion in the manner best suited to his situation.

Academy Nominees Set

HOLLYWOOD—A Slate of nominees from which the 13 members of the 1955-1956 Board of Governors of the Academy of Motion Picture Arts and Sciences will be elected was announced last fortnight by Academy president Charles Brackett.

Academy by-laws provide for the nomination of not less than four nor more than seven candidates in each of the 13 branches of the organization, from which one candidate from each branch will be elected to a two-year term. Members of the branches vote on their individual slate of nominees.

President Films Formed

NEW YORK—Recently returned from Europe, Joseph Green, independent film importer and distributor, announced last week that he had organized President Films, Inc., of which he is president, and that he has three productions ready for release over a period of the next four months. They are a British film, one made in Sweden, and a third which was originally produced in this country in Yiddish is equipped with American-language dialogue and songs, and stars Molly Picon. Titles are "Wishing Well Inn," "Unmarried Mother," and "Castles In The Air."

in June...
from 20th!

The International Scene . .

Canada

Exhibitors Gratified At Press Attention

TORONTO—Newspapers in this country have wised up to the importance of their amusement pages by adding features, stories, and columns on the industry. Affected have been journals in Toronto, London, and Ottawa, all of whom have spruced up their amusement pages. The newspaper officials chewed the matter over with leading members of the industry before changing formats.

Well-ordered layouts on Saturdays in Hamilton, Toronto, and Montreal were another result, with plenty of art and reading material, a sight for the sore eyes of exhibitors. More and more of the newspapers are using the Hollywood columnists, as well.

Columns of criticism and local comment by local staffers are also beginning to show on the amusement pages. These are always an attention getter in any newspaper. In Hamilton, John Robinson handled the movie column, but he switched to a general column and Jane Baker took over the reins. However, she is assisted by other staff members in reporting of the films on the local scene. In London, on the Free Press, Richard Newman took over the show-beat.

A habit of newspapers of reviewing a film under an office signature, like the Ottawa Citizen's "Cinefan," is fast disappearing. Canadian newspapers are even syndicating their columnists' work, like that of Clyde Gilmour whose home base is The Telegram, Toronto. His column appears in Vancouver, with other cities scheduled to take up Gilmour's column in time.

An interesting twist in Vancouver is the offering by newsreel companies as sponsored by the local newspapers, and the ads are framed with that in mind. Room for improvement in Windsor, the Maritimes, Edmontown, and Calgary is still believed possible by theatremen. The French-Canadian papers are most generous to the film industry.

Van Jahnsan, star, Columbia's "The End Of The Affair," is seen recently with an internatianal group at the Cannes Film Festival, being interviewed by CBS reparter Peter Stone. Left to right are Stone, France's Francaise Arnaul, Johnsan, Japan's Toko Tani, and Israel's Chaya Harari.

Canadian Comment

Gradually more theatres in the country are accepting screen advertising, with one company in the business, Audio Pictures, Ltd., predicting that 1200 theatres will be carrying ads by the end of the year. Some 900 are now using the screen-ads, says David Coplan, managing director of Audio. Audio recently concluded a heavy advertising campaign to interest exhibitors in the idea of screen clips. At the present time, Audio, who has a tieup with Alexander Screen Service, has 20 salesmen throughout the country selling advertisers and theatres on the idea.

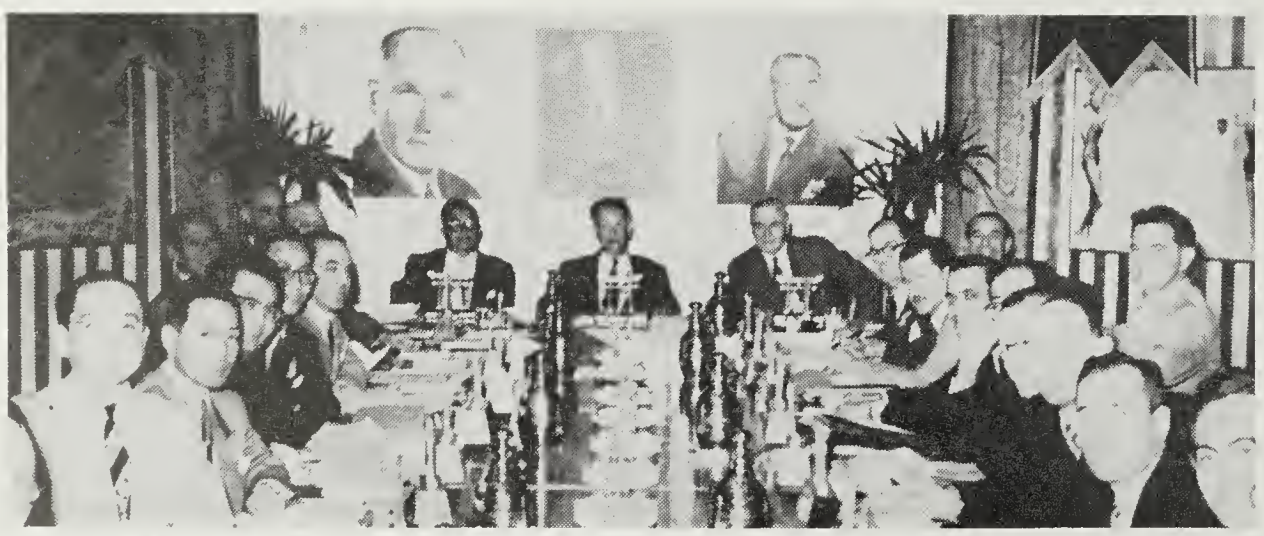
Winners in the Ballyhoo Contest of Ontario "B" Disctrict of the Famous Players organization was announced by supervisor Dan Krendel. The contest was divided into A and B sections. Top winners were Art Cauley, Paramount, Peterboro, and George Forhan, Jr., manager, Capitol, Welland, in A and B sections respectively. Second prize went to Mel Jolley, Century, Hamilton, for A section. In B section, second place was shared by Al Hartshorn and Charlie Perrie, the Regent, Ottawa. This was because Al had to depart for the TB sanitorium in the midst of the contest, and Charlie Perrie temporarily replaced him. Third prize was picked up by Bob Harvey, Capitol, North Bay, and Len Gouin, Capitol, Peterboro, in A and B sections respectively. Special prizes for campaign books were awarded to Mel Jolley and Paul Turnbull, while the three bookers, Harrison Patte, John Heggie, and Herb Black each picked up prize money.

In Odeon Theatres of Canada, Ltd., Better Management Contest, the Hyland, Toronto, under the management of Wannie Tyers is top ranker, followed by the Broadway, Saskatoon, and the Garrick, Halifax. For confections, the Roxy, Newmarket, is tops, followed by the McCarthy, Belleville, and the Oxford, Halifax. For proportionate standing, the Oxford, Halifax, stands at the top of the list, followed in order by the Champlain, Montreal, and the Broadway, Saskatoon.

Following an association of 34 years with the company, Joseph Huber, 20th-Fox Winnipeg branch manager, retired. Succeeding him will be Philip Geller, presently special representative in the Dominion.

CINE CHATTER: A theatre, to be completed by the end of the year, will be built by Odeon Theatres (Canada), Ltd., in the Don Mills Development at the edge of Toronto, it was announced by L. W. Brockington, president. This is the first theatre to be built in Toronto especially designed and planned from the beginning for wide-screen and the latest forms of sound transmission. It will seat 1,200, with adequate parking facilities. This is also the first theatre to be built by Odeon in eastern Canada in some years. . . . The adult classification was placed on six pictures during the month of April by the Ontario Board of Censors. . . . A special Sunday screening of "Strategic Air Command" was held at the Imperial, Toronto, by Famous Players and Paramount. . . . Civic authorities in Toronto were asked by a group of mothers to see what they could do about banning "Blackboard Jungle," which they described as a "picture without a moral lesson." . . . P. Bodnoff, operator of two Saskatchewan drive-ins, had his application for a radio station for Weyburn deferred by the CBC Board of Governors. . . . A booking and buying service is being established in Winnipeg by Theatre Poster Service, Ltd., and Barney Brooker, who resigned recently from Warners after 22 years. Manager of the Winnipeg branch is Somer James. . . . Charles W. Brown, London, Ont., was re-elected chairman, Canadian Federation of Film Societies, at the close of the federation's two-day annual meeting in Ottawa.

—HARRY ALLEN, JR.



Warners recent first Far East sales convention was held at the Imperial Hotel, Tokyo, and was presided over by Wolfe Cohen, president, Warners-International. In background, center, are, left ta right, Samuel Schneider, Warners vice-president; Cohen; and John J. Glynn, vice-president, Warner-International. The company's managers from Australia, New Zealand, India, Indanesia, Hong Kong, and Formosa, and the Philippines attended.

Cuba

Manuel Alonso, owner-director of a Cuban newsreel company, was named last fortnight by President Batista to head the newly created National Institute for the Development of a Cuban Movie Industry, which is to be an autonomous organization governed by an administrative council representing producers, distributors, exhibitors, and unions. The decree establishing the Institute provides a subsidy for the purchase of new equipment for Biltmore Studios.

CLARK GABLE to star in **"THE LAST MAN IN WAGON MOUND"**

A ROARING WESTERN ACTION-SPECTACLE...WITH A TWIST! TAILOR-MADE FOR HE-MAN GABLE!

IN COLOR · IN WIDESCREEN · A RUSS-FIELD CORPORATION PRODUCTION

Allied Artists' "An Annapolis Story" was promoted in Philadelphia by the personal appearance of star Kevin McCarthy, shown here on the film's opening day surrounded by fans and autograph seekers in the lobby of the Stanley Warner Mastbaum.

At a cocktail party in the Bellevue-Stratford Hotel in honor of McCarthy, the star is shown with, left to right, Roy Robbins, assistant director of advertising, Allied Artists; Birk Binnard, Stanley Warner publicity chief in Philadelphia; Harry Goldstein, national publicist, Allied Artists, and Chuck Melvin, DAILY NEWS columnist and critic.

Zachary Scott, in town to help publicize his appearance in Allied Artists' "Shotgun," is beseiged by fans seeking autographed photos in the lobby of the Stanley Warner Stanley.

Miss Duval, president of the local Zachary Scott fan club, presented the "Shotgun" star with a scroll of 5,000 Philadelphia area members, during his visit in behalf of the film.

Welcome, Major

THE announcement that Allied Artists was embarking on a production schedule designed to lift the company into the ranks of the majors was greeted with enthusiasm by exhibitors throughout the country.

Top films are created by top people, and AA went out and rounded up names like William Wyler, Billy Wilder, and John Houston, associated for years with the best in movie-making.

President Steve Broidy and sales head "Razz" Goldstein embarked on a whirlwind tour carrying the exciting story of AA expansion to exhibitors all over the country and asking support in the form of playdates. Meanwhile, from the coast studios began the flow of product and increased advertising, promotion, and exploitation to sell same.

For "Shotgun," colorful western, the company arranged an extensive promotion tour for Zachary Scott, culminating in the Texas multiple premieres of the film, at which he was joined by co-star Yvonne DeCarlo. In cities such as Philadelphia, Baltimore, and others, Scott garnered plenty of newspaper, radio, and TV attention.

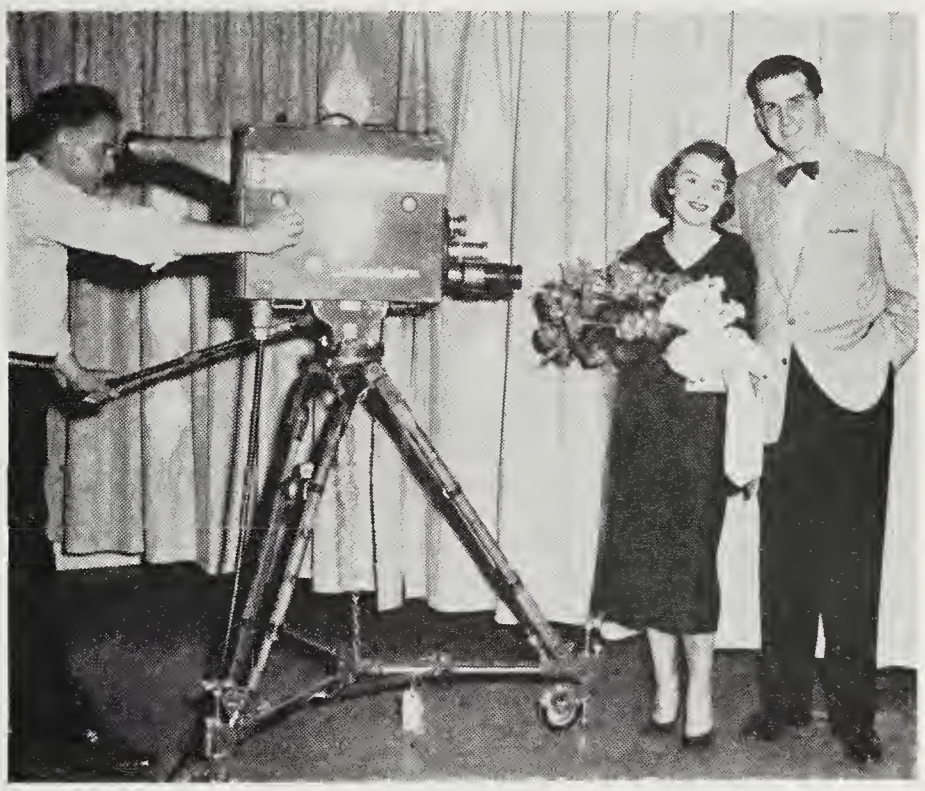
Next was "Annapolis Story," and Kevin McCarthy was designated to make the publicity swing. His co-star, Diana Lynn, was to accompany him, but TV committments made this impossible. What might have crimped the film's promotion was turned to advantage as contests were held in various cities to pick substitutes for Miss Lynn, creating additional interest in the McCarthy tour and the film itself.

Radio publicity for Kevin McCarthy came from Steve Allison of WPEN, shown in an interview.

McCarthy received the cooperation of television, shown here with Ralph Collier on the WCAU-TV "Cinderella Weekend Show."

Philadelphia Stanley Warner zone manager Ted Schlanger, right, and Lester Krieger, his assistant, get together with Scott to talk over publicity.

Others attending the Bellevue-Stratford party for McCarthy were, left to right, Ralph Collier, WCAU-TV; Tom Volk, WPEN, and Jerry Gaghan, columnist, DAILY NEWS, all of whom helped in the campaign.



Ed McMahon, WCAU-TV, is shown with contest winner Carole Miller, "Miss Substitute for Dianna Lynn." She later was awarded a bond by Kevin McCarthy. Miss Lynn, star of "An Annapolis Story," was unable to come.

John Roach, manager, Stanley, stands by Scott as he signs autographs for the fans in the theatre's lobby.

Allied Artists branch manager Max Gillis, Bill Israel, Allied Artists booker, and members of the office staff talk with Scott.

(Photos by Jack Goldman)

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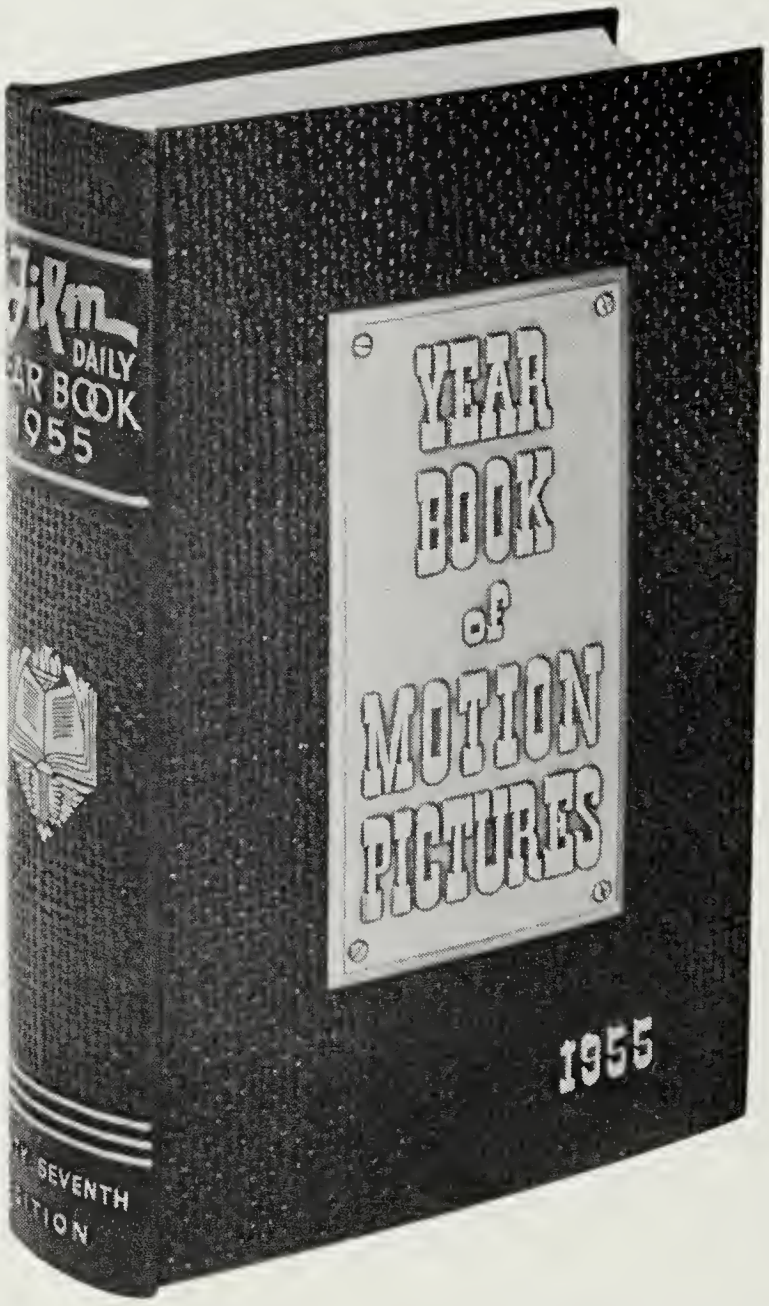

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Phone Confab To Aid Will Rogers Drive

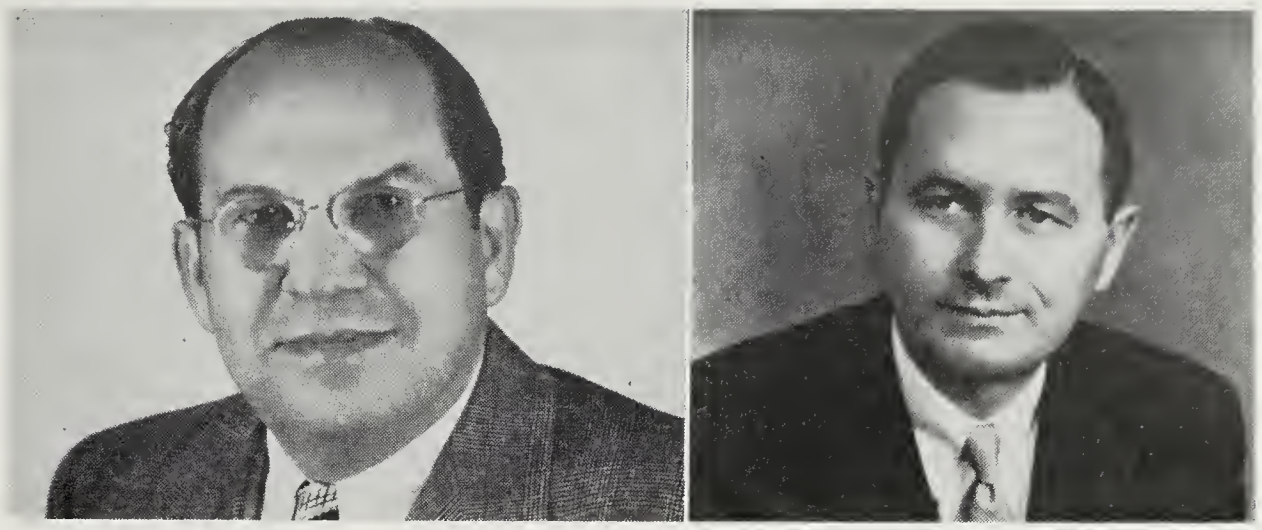
NEW YORK—Exhibitor-distributor Will Rogers Memorial Hospital collection drive committee chairmen in each exchange city will hold a closed circuit telephone conference on June 7 to discuss the hospital's needs and the objectives of the fund-raising campaign. Announcement was made last fortnight by S. H. Fabian, chairman of the drive.

Invitations have been forwarded to exhibitors throughout the country asking for their cooperation and attendance at the broadcast, which will be heard in the morning at the offices of exchange area distributor chairmen, or at places designated by them. Local telephone companies will install temporary amplifiers to accommodate the expected crowds. To speak from New York headquarters are A. Montague, vice-president, Columbia, and president of the hospital; Eugene Picker, vice-president, Loew's Theatres, fund-raising chairman; Charles J. Feldman, U-I general sales manager, distribution chairman; and Fabian, who is also treasurer of the hospital fund.

An audience collection one day during the week of August 15 designed to attract additional funds from outside the industry has been endorsed and supported by TOA, National Allied, ITOA, and MMPTA. The hospital must meet expenses for the care and treatment of industry tuberculosis patients, and requires additional funds to carry on research for an anti-tuberculosis vaccine. Theatres have been asked to run a special appeal trailer, to be distributed through National Screen Service, the facilities of which have been contributed by Herman Robbins, vice-president of the hospital board. The complete list of exchange area distributor chairmen is Albany, R. S. Smith, Warners; Atlanta, George Roscoe, Columbia; Boston, J. G. Moore, Paramount; Buffalo, Ben Felcher, Columbia; Charlotte, Grover Livingston, Warners; Chicago, Harry Goldman, United Artists; Cincinnati, J. S. Ambrose, Warners; Cleveland, David Rosenthal, United Artists; Dallas, Louis Weber, Loew's; Denver, Jack R. Felix, Allied; Des Moines, J. H. Conley, RKO; Detroit, Joseph B. Rosen, U-I; Indianapolis, R. L. Conn, 20th-Fox; Jacksonville, Buford Styles, U-I; Kansas City, Harry Hanburg, Paramount; Los Angeles, S. Borde, RKO; Memphis, Nat Wyse, Republic; Milwaukee, J. G. Kemptgen, Loew's; Minneapolis, Ralph W. Maw, Loew's; New Haven, Shepherd Bloom, 20th-Fox; New Orleans, C. J. Briant, Loew's; New York, D. A. Levy, U-I; Oklahoma City, Don Tullius, Warners; Omaha, M. M. Rosenblatt, RKO; Philadelphia, Sam E. Diamond, 20th-Fox; Pittsburgh, Lawrence Seidelman, Republic; Portland, Wayne Thiriat, Paramount; St. Louis, T. Williamson, RKO; Salt Lake City, Kenneth O. Lloyd, 20th-Fox; San Francisco, Mel Klein, Columbia; Seattle, Arthur Greenfield, U-I; and Washington, Phil Isaacs, Paramount.

TC Suit Dropped

NEW YORK—TC Theatres, Inc., operating the Biltmore, Mount Vernon, N. Y., consented last week to the dismissal of its anti-trust suit against major companies filed in the amount of $3,000,000.



Louis Phillips, left, was recently appointed general counsel, Paramount, and Louis A. Novins, right, was recently elected secretary of the same company.

Ed. Emanuel To Direct VCI '56 N. Y. Convention

NEW YORK—At a meeting of the Crew of New York's Variety Club Tent 35 last week at the Lambs Club, International Chief Barker George Hoover announced that Edward Emanuel, Philadelphia theatre executive who was re-elected international property master at the recent Los Angeles convention, will be director of the 20th annual VCI convention to be held here next year.

The meeting was presided over by Tent 35's first assistant chief barker, Ed Fabian, acting in the absence of William German, who is in Europe. A report on the Los Angeles convention was given by barkers Jack Hoffberg and Marty Levine.

Hoover told the Crew that the New York tent has the potential of being one of the great organizations in Variety's International system. "Furthermore," he said, "this convention can easily be the most successful international meeting in Variety's history if the planning is conceived and executed properly. You have all the ingredients for a wonderful project right here in this city."

After the announcement of Emanuel's appointment, Hoover said, "He is one of the hardest workers in Variety and I know he will be of great assistance in planning this convention."

Other officers attending the meeting were Ralph Pries, New York's international representative, and international press guy Robert Adelman. Tent 35 members present were Martin Kornbluth, Morton Sunshine, George Waldman, Jack Rosenfeld, Dave Snaper, Larry Morris, Leonard Gruenberg, Charles Okun, Harold Kline, Edward Lachman, Al Gorson, Sol Trauner, and Si Seymour. Preliminary convention plans were aired.

Anti-Toll TV Pamphlet Out

NEW YORK—Organizations for Free-TV distributed a 12-page pamphlet entitled "The Claims About Pay-To-See TV and the Facts" to delegates last week to the National Association of Radio and TV Broadcasters convention in Washington.

Stating the position of toll-TV opponents, the booklet contains a question-and-answer, claim-and-fact study of basic issues. It summarizes by saying that the subscription television proponents have not offered any plan for creating talent or producing entertainment, that essentially the proposed system is a method for charging money for TV, that it creates neither jobs nor adds inventiveness to the industry, and that it is certain to swallow the whole field of entertainment, which would decrease entertainment revenue and proportionally weaken the tax structure.

The publication, which will be sent out to newspapers, legislators, broadcasters, exhibitors, and other interested parties across the country, urges readers to protest against toll-TV by writing the Federal Communications Commission.

Vogel Elected

HOLLYWOOD—Robert Vogel, MGM international department head, was elected last week to the chairmanship of the AMPP international committee. He will succeed Luigi Luraschi, Paramount, who has served for the past year. Louis Blaine, U-I, was reinstated chairman of the international publicity committee.

It's the most!
....from Columbia

Konecoff (*Continued from page 5*) in surfaced treatments and works on a salt-soil stabilization process (whatever this is), which insures a hard, compact, waterproof, and dust-free surface.

The operation comes under the supervision of William C. Higgins, circuit general manager; Harry Birkmier, district manager; and directly under newly-appointed manager, Fred Brunelle, and of course the whole business is a Seider operation, that wonderful, great, and talented exhibition family (so where's the pass already?).

LUNCHEON HONOR DEPARTMENT: More than 250 executives gathered last week at the Hotel Pierre for the annual kickoff luncheon of the Motion Picture and Amusement Division of the UJA which, this year, was a testimonial to Major Albert Warner, in recognition of his outstanding leadership in humanitarian affairs.

Adolph Schimel, vice-president and general counsel, U-I, division chairman, announced that the industry had raised about $400,000 in this year's campaign. He also announced that Si Fabian, who was to have presented a first-hand report on conditions in Israel, having just returned from there, was unable to be present due to illness, hut a message was read from him to the assemblage.

Major Warner was presented with a hand-made, silver-bound Bible by Barney Balaban, president, Paramount. Guest speaker was A. Harman, Israeli Consul-General in New York.

Aboard the dais were Fred Schwartz, Ned Depinet, Sam Rinzler, Harry M. Warner, Leonard Goldenson, Arthur Krim, Malcolm Kingsberg, Leopold Friedman, Henri Bernstein, Bob Benjamin, Herman Robbins, Jack Cohn, Schimel, Balaban, and Warner.

U-I Ends European Confab With Daff Talk

BARCELONA—"Seventy-three cents out of every dollar spent by U-I goes on the screen," declared Alfred E. Daff, executive vice-president, and president, Universal International Films, at the concluding session of the U-I 1955 European sales conference here.

Fifty-three delegates representing 16 continental offices in addition to the Far East and Latin America were present at the European conference to learn about the U-I production and release plans for the next season. Present from the U. S. were president Milton R. Rackmil, vice-president and foreign general manager Americo Aboaf, and director of foreign publicity Fortunat Baronat.

NO COOKEE, NO TICKEE: We reprint herewith part of a communique received:

"As a gustatorial harbinger (what this mean, Sam) of 'Soldier Of Fortune' in CinemaScope, Clark Gable's first picture for 20th Century-Fox, the film company is distributing Chinese fortune cookies to newspaper editors, film writers, and critics, the trade press, and feature syndicate columnists.

"Obtained through the cooperation of the House of Chan, the cookies each contain a special message about the film whose locale is the Far East and call attention to its Roxy Theatre showcase engagement."

Someone must have been stuffing the cookie box with such items as: Do not cross Broadway without shoes . . . A hand in the till is worth two in empty pocket . . . Some press agent like drum—make loud noise, say nothing . . . He who hesitates, writes better review . . . "Soldier Of Fortune" like certain coffee—good to the last drop . . . "Seven Year Itch" like athlete's foot—good to the last scratch . . . Ho, ho—velly sollee.

QUESTION, QUESTIONS, ALWAYS QUESTIONS: Will the reedited scenes for "Seven Year Itch" be ready in time for the opening? . . . Will the Legion of Decency be happy now?

For these and other answers, consult the Answer Man. He can tell you, he's pretty good. No one around these parts was telling us anything or even talking to us for that matter. Some weeks it don't hardly pay to sit at the typewriter.

THE METROPOLITAN SCENE: Aside to Davy Crockett: Thank you, pardner. . . . Allen V. Iselin and Neil Hellman were inviting one and all in the industry to come up and visit their new, wonderful, deluxe motor hotel, Town House, just a stone's throw from the center of Albany. . . . Exhibs, newspaper, radio, and TV people receiving a 22-page multicolored brochure entitled "Paramount Presents Around The World . . . A New World of Entertainment in VistaVision," with new product listed, critical acclaim of the process, etc. . . . Bill Moclair, managing director, Roxy, reveals that he's booked for the future "Lady And The Tramp," "How To Be Very, Very Popular," "The Left Hand Of God," "Love Is A Many Splendored Thing." National Screen Service announces its summer promotions in a brochure that's real cool. . . . U-I, on the other hand, announces its attraction for July release, "Foxfire," and this is really hot if the fotos of Jane Russell and Jeff Chandler embracing are any indication. . . . "Marty" is doing fabulous biz at the Sutton, days as well as nights, according to Clem Perry . . . The May 26 issue of CUE salutes the motion picture industry in celebrating the mag's 20th anniversary. Good man, that Jesse Zunser. . . . A couple of 24-page pressbooks in on "Son Of Sinbad" and "Strategic Air Command," as are average sized entries on "Creature With The Atom Brain," "Chicago Syndicate," "The Magnificent Matador," and "Hell's Island."

MGM Shifts Nichols

NEW YORK—George Nchols, for the past six years a member of the MGM studio publicity department, will henceforth function as a special representative of Howard Dietz, vice-president in charge of promotion for Loew's, Inc. Nichols has been assigned to build up interest in three forthcoming MGM pictures, "The Last Hunt," "Somebody Up There Likes Me," and "Something Of Value."

This Was The Week When.....

Allied Artists revealed that the world premiere of "Wichita" is set for the Miller, Wichita, Kans., on July 13. . . . Vice-presidents Edward L. Hyman and Sidney H. Markley, American Broadcasting-Paramount Theatres, were appointed co-chairmen of the Theatre Collections Committee on the United Cerebral Palsy Campaign. . . . Studio advertising and publicity chiefs invited to discuss COMPO audience poll to be conducted in November. . . . New York's Victoria was picked for the bow of UI's "This Island Earth," on June 10. . . . Distributor Edward Kingsley announced American premiere of "The Bed" for June 7 in the Plaza, New York.

The United Epilepsy Association, in affiliation with the Variety Club Foundation to Combat Epilepsy, launched a fund-raising campaign. . . . The General Federation of Women's Clubs selected Arne Sucksdorff's "The Great Adventure" for screening at national convention in Philadelphia. . . . Carroll Pictures announced reissue of 12 Hopalong Cassidy features, first released by United Artists. . . . Extensive long-range advance promotion announced for U-I's "To Hell And Back," beginning with screenings for the trade. . . . World premiere of United Artists' "Summertime" was held in Venice, where it was filmed.

In The Newsreels

MOVIETONE NEWS (Vol. 38, No. 44) Poland: Russians create "NATO" army. Germany: U.S. forces parade in West Berlin. U.S.A.: Jet plane breaks round trip record spanning U.S. Buffalo: Union label show. Belgian Congo: King of Belgium visits. Washington: U.S. Supreme Court. England: Shutter bugs. England: Royal family at equestrian meet. Australia: Sydney students stage rough-house.

NEWS OF THE DAY (Vol. XXVI, No. 278) U.S.A.: Jet plane breaks round trip record spanning U.S. Washington, D. C.: U.S. Supreme Court. Belgian Congo: King of Belgium visits. San Francisco: Fashion hints from Japan. Los Angeles: Relays. Salinas, Cal.: Junior rodeo.

PARAMOUNT NEWS (No. 81) Washington, New York and West Germany: Armed Forces Day. Washington: Visitors at White House. San Francisco: Fashion hints from Japan. U.S.A.: Jet plane breaks round trip record spanning U.S. New York: International steeplechase.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 676) New York: Armed Forces Day parade. Holland: Storm. England: New Vickers Viscount turbo-prop transport planes. Washington: National spelling champ. San Francisco: Fashion hints from Japan. Los Angeles: Relays.

WARNER PATHE NEWS (Vol. 26, No. 83) Washington, New York, West Germany: Armed Forces Day. Germany: "Big Four" agents in first talks since '49. Washington: Church Group cites President for ideals. England: Sweden's King visits. Washington: National spelling champ. Los Angeles: Relays. New York: International steeplechase.

IN ALL FIVE:

Indo China: French leave Viet Minh.

IN ADDITION TO THE ABOVE:

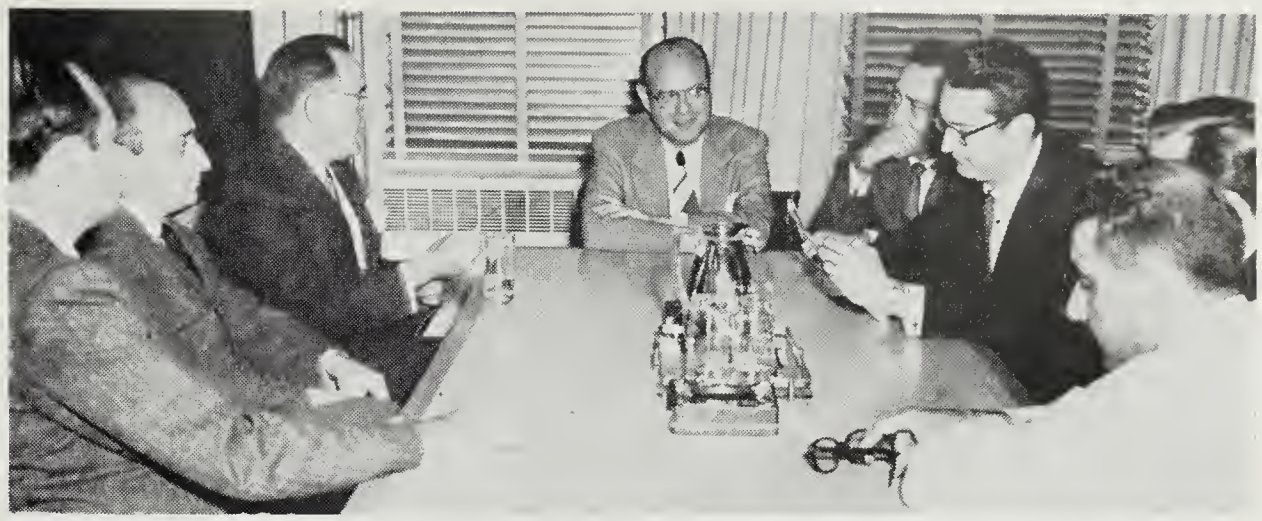
MOVIETONE NEWS (Vol. 36, No. 43) Washington: Secretary of State Dulles reports to President Eisenhower. Washington: "Appeasement out," President Eisenhower tells press conference. New York City: Vyvyan Donner's eyeglass fashions. San Francisco: Rocky Marciano lauds Don Cockell as game fighter.

NEWS OF THE DAY (Vol. XXVI, No. 277) Washington: Secretary of State Dulles reports to President Eisenhower. England: Royalty at horse show. Italy: Giant candle race in Gubbio. France: Motorcycle speed classic at Reims. Indianapolis: First turbo jet auto tested.

PARAMOUNT NEWS (No. 80) Norfolk, Va.: NATO chiefs visit. Washington: Australian Ambassador makes good will presentation to Vice-President Nixon. England: Royalty at horse show. Germany: Well balanced G.I. San Francisco: Rocky Marciano lauds Don Cockell as game fighter.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 675) Washington: "Appeasement out," President Eisenhower tells press conference. Korea: President Rhee welcomes Ambassador Racy. England: Royalty at horse show. Indianapolis: First turbo jet auto tested. Beverly Hills, Cal.: June Allyson named top actress of year by Woman's Home Companion poll. Germany: Well balanced G.I.

WARNER PATHE NEWS (Vol. 26, No. 82) Washington: "Appeasemen out," President Eisenhower tells press conference. Italy: Giant candle race in Gubbio. England: Billy Graham crusade stirs debate. England: Royalty at horse show. Belgium: King Baudouin off for Belgian Congo. Germany: Well balanced G.I. Hollywood, Cal.: Dorothy Malone starts "Buddy Poppy" sale. San Francisco: Rocky Marciano lauds Don Cockell as game fighter. Indianapolis: First turbo jet auto tested.



During recent meetings in New York U-I's west and east coast ad-publicity executives mapped promotional plans on the company's lineup of product to be released during the summer and fall, David A. Lipton, vice-president, found time to tell Benny Goodman, on the left, and Steve Allen, on the right, who will play Goodman in "The Benny Goodman Story," of the advance publicity planning on the picture. Seated, left to right, are John Horton, U-I's Washington promotional representative; Jeff Livingston, eastern advertising manager; Goodman; Lipton; Charles Simonelli, eastern advertising and publicity department manager; Allen; Herman Kass, eastern exploitation manager; and Philip Gerard, eastern publicity manager.

Warners Net Up

NEW YORK—Warners and subsidiary companies last week reported, for the six months ending Feb. 26, 1955, a net profit of $2,081,000 after a provision of $2,100,000 for federal income taxes, and after a provision of $250,000 for contingent liabilities.

The net profit for the six months ending Feb. 27, 1954, amounted to $1,618,000 after a provision of $1,700,000 for federal income taxes, and after a provision of $250,000 for contingent liabilities.

The net profit for the six months ending Feb. 26, 1955, is equivalent to 84 cents per share on the 2,474,280 shares of common stock outstanding or reserved for exchange. The net profit for the corresponding period last year was equivalent to 65 cents per share on the 2,474,346 shares of common stock then outstanding or reserved for exchange.

Film rentals, sales, etc., for the six months ending Feb. 26, 1955, amounted to $35,079,000 as compared with $34,059,000 for the corresponding period last year.

Hughes-Odlum Talks On

NEW YORK—In a letter last week to RKO stockholders advising that a meeting had been scheduled for Aug. 3 in Dover, Del., James R. Grainger, president, said that board chairman Howard Hughes and Floyd B. Odlum, president, Atlas Corporation, were continuing their discussions on plans for RKO's future. Atlas is the largest stockholder outside of Hughes. Grainger said, however, that management cannot at present advise stockholders when the talks will end.

NT Convention Readied

LOS ANGELES—National Theatres, Inc., will hold its annual fall convention Sept. 12-15, Elmer C. Rhoden, president announced last week. Site of the meeting, to be attended by 100 delegates, has not yet been decided.

20th-Fox D-I Rentals Rise

NEW YORK—It was learned last week that 20th-Fox rentals from drive-ins during the first seven weeks of the present quarter, as of May 14, are averaging more than 78 per cent above the comparable period last year.

Two reasons offered for the increase are that there is considerably more bookable CinemaScope product this year to begin with and, second, that there are about 10 times more equipped drive-in sales possibilities than at this time last year. Eastern branches show the highest percentage of revenue gain, 160 per cent over the 1954 period.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

"Seven Year Itch" Gets Huge Book Campaign

NEW YORK—Full-page newspaper advertisements, TV and radio promotion, and point-of-sale exploitation among thousands of book and department stores in more than 300 cities highlight a comprehensive promotional campaign launched for "The Seven Year Itch" in CinemaScope by Bantam Books, which is issuing a special movie edition of George Axelrod's famed play.

Being published in conjunction with the June national release of the Charles K. Feldman Group Productions' presentation, the book will fully credit the 20th-Fox attraction through copy and cover art of stars Marilyn Monroe and Tom Ewell.

Bantam currently is scheduling a series of full-page newspaper ads in key cities across the country with copy underscoring the theme, "Read the book—see the movie." The publishing house also is preparing thousands of 22" x 28" posters for window, counter, and wall displays among its thousands of outlets.

Ten thousand tack cards are being readied to facilitate local book and department store tie-up activities. Spot announcements for Bantam Books are being lined-up on 350-400 radio and TV shows in conjunction with the Curtis Circulation Company, distributors of the popular priced book.

One of the largest field campaigns keyed to the point-of-theatre-playdate will be launched by Curtis. Having the largest field staff of its kind, more than 100,000 retail outlets for paper-bound book and magazines will be contacted and invited to participate in the mammoth program. The Curtis field force will also work with local theatre managers on cooperative promotions.

The company, in association with 20th-Fox, also will hold special theatre showings of "The Seven Year Itch" for department store promotion executives and leading book dealers to initiate regional and local campaigns.

The film company, in a move to facilitate activities as far in advance of playdates as possible, will supply to Bantam lists of theatre engagements as soon as they are set, and will mobilize its field exploitation staff to work out appropriate activities in many important situations.

Upon receipt of playdate lists, Bantam will notify its field force for exhibitor contact; and will write theatre managers, supplying names of the Curtisman in his area, and providing return postcards by which book-movie display material can be ordered.

As promotion for Columbia's "5 Against The House," Kim Novak recently contacted 100 newspaper columnists and motion picture editors coast-to-coast by long distance phone from the Sands Hotel, Las Vegas, and had them place a $5 bet on the roulette wheel there. All winnings went to the Crippled Children's Society of America.

Teasers Bally "Stranger"

NEW YORK—A record $113,000 advance newspaper advertising campaign heralding United Artists' "Not As A Stranger" with 450 big-space displays blanketing each of the 75 newspapers published in the 32 exchange cities got under way last week, it was announced by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

The pace-setting ad program, which is independent of later co-op insertions that will additionally spotlight the Stanley Kramer screen version of the runaway best seller, will drumbeat "Not As A Stranger" to the 53,000,000 readers of the 75 participating papers via series of six 300-line teaser ads.

The specially prepared copy in these ads will be aimed mainly at the type of audience reached by the book by Morton Thompson about the practice of modern medicine.

Exhibitors Contribute To "Sinbad" Pressbook

NEW YORK—Twenty-one active exhibitors from all sections of the country have contributed no cost or low cost promotion ideas to the king-size colored pressbook for Howard Hughes' "Son Of Sinbad," it was announced last week by Walter Branson, RKO's world-wide sales manager. The theatremen and women, whose photographs accompany their ideas, each received $10 from RKO. This sum is paid regularly to all contributors to the Do-It-Yourself section of RKO pressbooks, edited by Phil Gersdorf.

The Do-It-Yourself section, which has received enthusiastic praise and support from the nation's exhibitors, is described in the "Sinbad" pressbook by Dean Hyskell, Fox West Coast Theatres, as "one of the best pressbook ideas any company has come up with in a long time and it deserves the support of every theatreman who calls himself a showman."

Exhibitors whose showmanship ideas are included in the "Sinbad" pressbook are Jack McDougall, Fox, Oakland, Cal.; Tom Camarda, Keith's, Washington; Gus Nestle, Wintergarden, Jamestown, N. Y.; Ann Kelloff, Pine, Manassa, Colo.; June Wilson, Midway Drive-In, Tucson, Ariz.; Ed Linder, Gopher, Minneapolis; Sam George, Paramount, Atlanta; R. G. W. Frisbey, Southeast, Salt Lake City; G. E. Spaugh, James, Newport News, Va.; Dal Schuder, Circle, Indianapolis; Hal Cheatham, Interstate Theatres, Dallas; Herb Royster, Broadway, Portland; Alfred E. Sack, Coronet, Dallas; Ted Kirkmeyer, Fox Theatres, Ogden, Utah; Lou Sorensen, Utah, Salt Lake City; Bob Walker, Uintah, Fruita, Colo.; Gene F. Wade, James, Newport News, Va.; Phil Todaro, Century, Buffalo; Bill Burke, Capitol, Brantford, Ont.; Francis Barr, Interstate Theatres, Dallas; and Bob Moscow, Rialto, Atlanta.

RKO plans similar campaigns on other forthcoming top productions.

NSS Has Varied Trailers

NEW YORK—National Screen Service announced last fortnight that it has stock trailers available on a variety of summer promotions designed to draw audiences to both conventional houses and drive-ins in the hottest of weather.

In addition to "cool" messages anent your air conditioning, on which NSS has at least seven trailers to choose from, other stock trailers are available on such stunts as bathing beauty contests, pageant of beautiful children contests, weddings, movie vacations, lucky programs, etc.

For drive-ins, in particular, NSS has available a "free food night" trailer, and there are many more including specials on "Wild West Shows" and "Comedy Cavalcades"; midnight horror shows, etc. The company's special trailer department also will make up speedily any copy to meet your needs.

FIREWORKS DISPLAYS

DISCOUNT **25%** DISCOUNT

FROM REGULAR CATALOGUE PRICES

★ Pyrotechnic Fireworks Displays for all occasions. ★

LARGE OR SMALL . . . WE SELL THEM ALL!

- Aerial and Ground Set Pieces
- Quality Merchandise
- Large Selection

Send for catalog and save your money

LAFER ENTERPRISES

R.R. No. 1 Port Clinton, Ohio

CANDYDLY SPEAKING

CONCESSION PURCHASES in theatres, both indoor and drive-in, result from patron impulse, stimulated by many factors, chief of which are the effectiveness of merchandising techniques, the attractiveness of the stand, and the variety of items offered.

RECENTLY, ice cream treats have been added to the menus of many theatre concession operations with gratifying results, particularly in the summer months, and keeping pace while the weather is hot are beverage sales. Experimentation has shown that sales can be appreciably increased through proper location of dispensing equipment, so as to attract the maximum flow of traffic, whether the items are automatically prepared by vending machines or manually dished out by concession employes.

THE INDOOR and outdoor operations present different problems. The drive-in patron, afforded the intermission break, is seeking refreshment. He may have decided that he wants a particular sandwich and a drink. Placing the ice cream vendor or stand where it confronts him as he leaves the concession area has been found a successful way to increase sales. Placement of the drink dispenser near the popcorn machine, a point of maximum traffic, reminds the patron that the two go together and sales of both items will benefit.

IN CONVENTIONAL THEATRES, many of the same hints are useful, but other factors must also be considered. The intermission break, if taken at all, is shorter, with patrons more inclined to remain in their seats. The place to hit them is on their entrance and exit. An ice cream machine, located so that traffic both ways passes near, is an excellent reminder that the heat outdoors after the cool comfort of an air-conditioned theatre can be combatted with a frozen treat.

THE THEATRE has increased in importance as a retail outlet for concession items. Supply and equipment dealers, realizing this, are glad to cooperate with exhibitors, offering hints based on years of experience.

—AL ERLICK

One item will sell another, and careful placement of the refreshment stand unit makes for more sales of everything. Popcorn and cold drinks, for example, are naturals together. By putting the popcorn machine and beverage dispensing equipment at the same station, more sales of both will result.

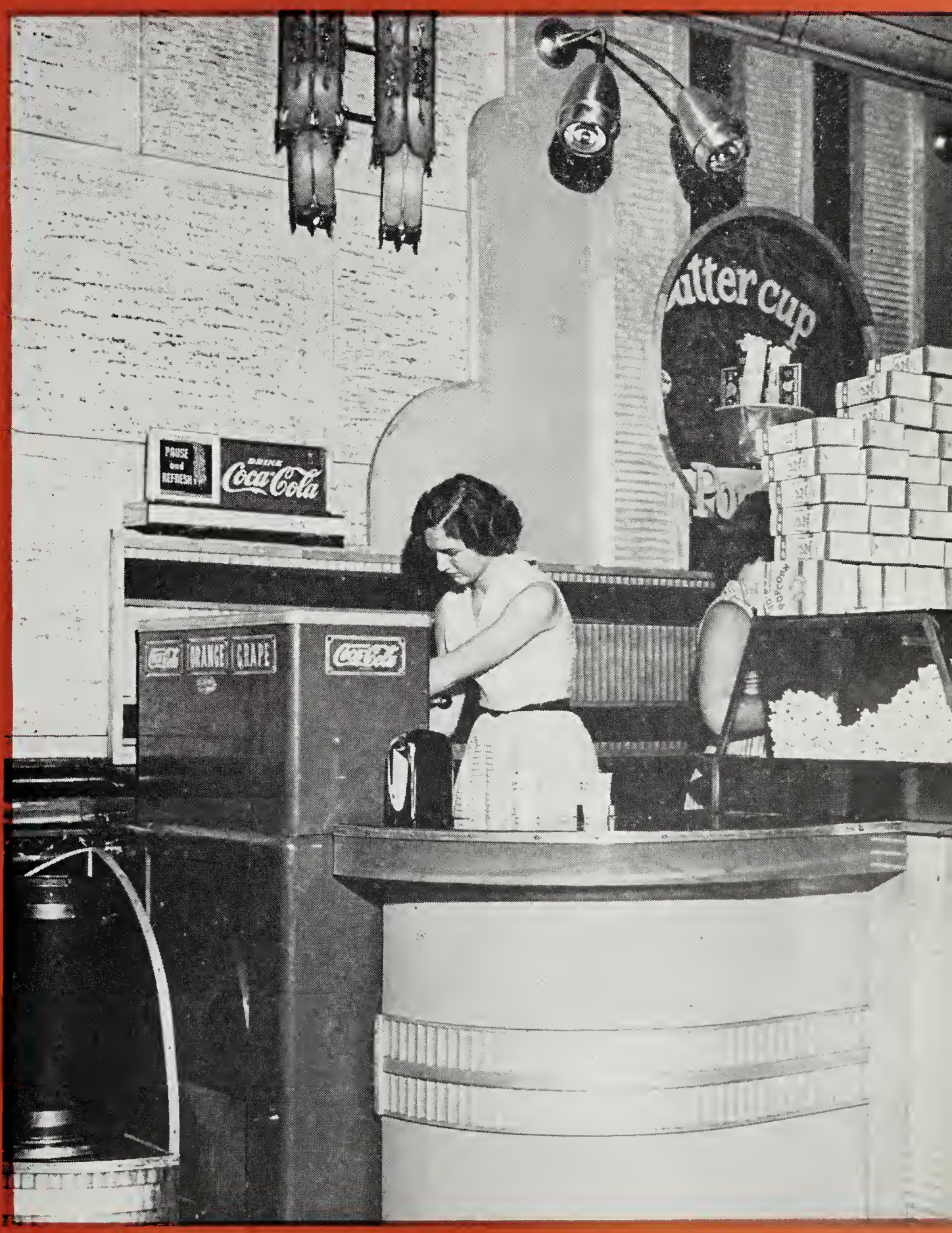
Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and concession industries.

EXTRA PROFITS



50,000,000 times a day . . .
IT'S A MATTER OF **PREFERENCE**—

Coca-Cola is the most asked-for soft drink at service stations!*

1. **When motorists** pause to refresh and refill, they prefer Coke — by more than 2½ to 1 over the next three soft drinks combined.

2. **These same people** look for their favorite beverage in theatres, too.

3. **When you feature** Coca-Cola, you profit from America's preference.

SELL Coca-Cola REG U.S. PAT. OFF. for extra profit

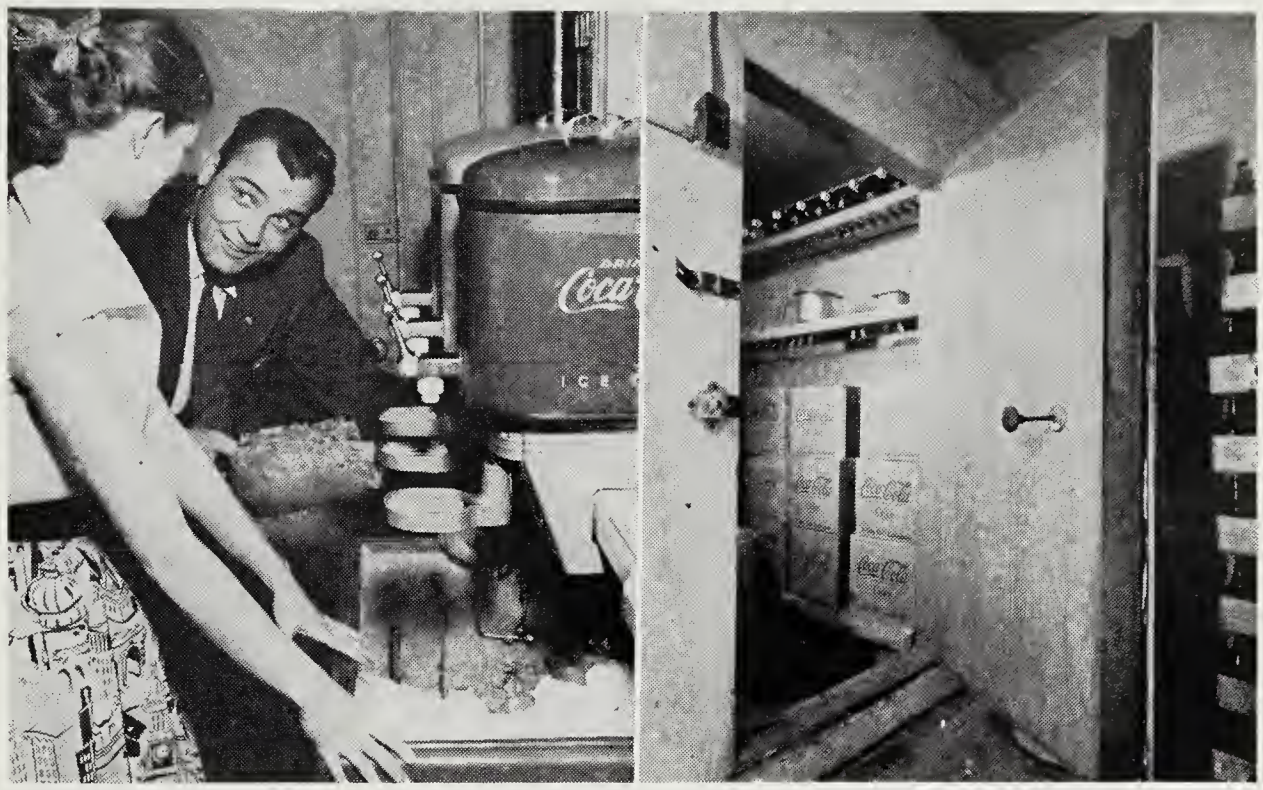
Of theatres handling beverages, more than 3 out of 4 sell Coke!

"COKE" IS A REGISTERED TRADE-MARK

*1954 surveys by Alfred Politz Research, Inc.

Theatres Become An Important Beverage Outlet

Ever increasing number of experienced theatremen discover that effective drink merchandising can greatly increase extra profits returns in all types of houses.



Proper cooling and storage of beverage syrups and dispensers is an important part of extra profits operations. At right, a dispenser is iced up awaiting the intermission rush, and at right, syrup is stored, protected from spoilage by a heavy door and temperature control.

NOTHING AT THE concession stand of the theatre today plays a bigger part than the beverage, and more than 70 per cent of all houses now offer some kind of refreshing drink to the public in the knowledge that it is a significant moneymaker. From elaborate dispensing sections as part of a stand, to automatic vending machines, to supplementary push-cart service from the drive-in concession, theatre-goers are showing their approval by buying more and more.

In the years before the war, theatre refreshment service was largely limited to cigarette and candy bar vending machines, plus popcorn machines operated by ticket-takers. Public demand and the alert exhibitor has now made a trip to the theatre a complete entertainment experience by offering not only a satisfying film program but also a variety of quality refreshment items attractively merchandised. That the concession operation is a tremendous dollar value, annual business proves the theatre-going public wants refreshment with its entertainment. In locations where the exhibitor has reacted aggressively to the demand, the rewards have been gratifying, to say the least.

On an industry-wide basis, six out of every 10 patrons make a purchase at the concession stand in the conventional theatre, while the drive-in snack stand sells to seven out of every 10 customers who come to see the show.

Customer preference at the concession stand or refreshment counter points to cold drinks. Hot drinks are only just now beginning to make an impression in the beverage business, especially in the more temperate, or cooler, sections of the country, and they are limited almost exclusively to the drive-in. Over 80 per cent of circuit indoor houses and 60 per cent of independently operated theatres sell beverages, and outdoors, almost 100 per cent make drinks available to their patrons. Cola drinks are featured in 50 per cent of all theatres, indoors and out. Root beer is in second place, offered in about a third of all houses, and fruit-flavored drinks appeal to about one-fifth of the patrons. After these come milk drinks, still-water fruit drinks, and frozen fruit concentrates.

The basic beverage business gravitates to the refreshment stand in all kinds of theatres. However, the multiple-cup machine, dispensing a variety of beverages, is extremely popular, particularly in the indoor house, and is to be found in secondary locations throughout, and sometimes tied-in with the snack stand. At larger stands, and increasingly in drive-ins, the self-contained unit is widely accepted. Some of the larger units, of course, offer complete soda fountains. The amount and type of business done by the refreshment stand in the drive-in and first-run indoor theatre of mammoth proportions makes it advisable to use the most efficient equipment available. Service with speed in one efficient operation increases profit. When the single-drink dispenser is inadequate, the multiple beverage dispenser does an equally good job. Best-quality equipment is usually easy to clean and maintain and with the application of the manufacturer's instructions, maximum service, profit, and durability can be expected.

Recently, two trends in the beverage operation of the concession have become prominent. One is the definite trend toward larger unit sales, i.e., the 10, 15, 25, and 30-cent cup, and the increasing demand for thorough refrigeration of the drink. Many exhibitors report that the larger drinks often outsell the small when in direct competition. In the case of refrigeration, beverage manufacturers have long advised serving their products at 40 degrees or colder; but in 1953, concessions operators reported a sales increase of from 20 to 50 per cent after they had started to put ice in the cup, which keeps the drink cold until it has been consumed. A drink intended to be ice-cold obviously becomes more desirable when it is served that way.

Aggressive merchandising also increases business and profit at refreshment stands. Many of the larger suppliers furnish elaborate promotional material free of charge, running from film intermission trailers to display pieces and reminder signs. Clean, well-groomed attendants add tremendously to the promotion of certain items by suggesting them to the customer. In many instances, merely placing the beverage dispensing equipment adjacent, or in the close proximity, to the hot dog grill and popcorn machine increases the sale of both items. Locations near washrooms can sell also those theatre patrons usually oblivious to the pleasure of refreshment.

Seen is an example of the popular multi-flavor dispenser, widely used in both conventional theatres and outdoor spots to boost sales.

Many operators buy beverage syrups in large quantities in the belief that slight savings effected thereby make the practice worthwhile. However, quite the contrary is true. Beverage syrups should be purchased in lots sufficient to supply a week's demand, on the same day each week. Syrups, like any fine food, should be protected and kept fresh from the hazards of heat and storage. When delivered to the theatre, beverage syrups should be stored in a clean, dry place, away from steam pipes, hot water pipes, and the like. Those bearing the oldest date of manufacture should be so arranged in the storage room so that they automatically will be used first. In this way the consumer is assured of fresh syrup and a concomitantly fresh drink.

When the cold beverage is properly stocked and stored, and when it is correctly priced, promoted, and merchandized, it can play a very important role in the financial picture of the alert exhibitor. On past performance, the theatre-going public has proven it wants refreshment with entertainment or, perhaps more accurately, a complete relaxation experience: enjoying not only the film but also gastronomical pleasures that are not necessarily available in the home, either. The average theatre in the United States today does more than 500 gallons worth of business annually.

The Saga Of The Family-Style Pizza Shows That "Selling Up" Can Work

(Philip Lowe, executive, Theatre Candy Company, Inc., Boston and Pittsburgh, drive-in owner and concession operator, comments on newest addition)

How to increase your Extra Profits by the sale at drive-ins of pizza pies is illustrated above. From top to bottom, left to right, are shown how the Mozzarella cheese goes on the Italian delicacy. First the crust, then the sauce that you mix yourself from finest spices and California tomatoes. After the Mozzarella comes the grated cheese, oregano, and imported olive oil. The finest ingredients available insure top quality. Note the specially-designed work table; the attendant smiles as he places pie in oven. Ovens may be had in gas or electricity. It's a cinch to bake pizzas. The capacity of this bank of four ovens is 200 pies during an average 20-minute intermission; the baked pie is cut in four pieces; but sold only as a whole pie at 60 cents. Roller-type knife simplifies and speeds up operations. Note the generous amount of ingredients, you don't have to skimp to make a 70 per cent profit. The Meadow Glen Drive-In, Medford, Mass., uses pizza-shaped signs over the four cafeteria lanes plus wall signs to augment screen trailer. Sales are claimed to run at one pie for each five cars.

ANYONE WHO DEALS wtih drive-in theatre operators or concessionaires who run their own refreshment stands will tell you that when they talked about selling a Pizza for 60 cents the usually received an answer like this, "We can't sell an item at our theatres for that price. We are in a depressed area. Our patrons haven't got that kind of money. It's all right for big drive-ins in big towns, but not for us." This doesn't sound very progressive, does it? And there, but for the grace of some forward-looking pioneers, go you and all others in the Pizza Belt who haven't tried the new Family Style Pizza for 60 cents which was introduced by Irv Rosenblum, Savon Candy Company, Paterson, N. J. First used in the Smith Management Company's midwest theatres, it is gaining momentum like a hurricane and is literally sweeping the northeast in small and large ozoners alike.

THERE IS REALLY a sound reason for this rush to get on the Pizza Bandwagon and that reason is RESULTS. As soon as one whole year's operating figures became available it took a really conservative operator to resist the lure of what is now a proven money-maker. These figures showed increased gross business, increased per person sales, and lower over-all food costs. The Family Style Pizza for 60 cents has a food cost of only 30 per cent; imagine it, 70 per cent profit on a 60 cent sale. That means 42 beautiful copper pennies profit every time a customer bought a pie. And they bought them—the average was one pie to each five cars, and in some theatres one pie in every 2.2 cars. Here is a golden opportunity to "sell up." And even the most conservative (I use this word rather than "backward" out of sheer politeness only) agreed that the last great "selling up" stunt had paid off beyond their wildest dreams. Namely, the jumbo drink for 20 or 25 cents. It worked for drinks and it works for Pizza!

Making your own pies and making good ones with good value, good quality, and good-tasting was the problem that was solved. Equipment that makes pie-baking easy is now available. The top quality sauces, spices, and cheeses which you blend yourself right before the customer's eyes are one the market. A prepared crust which comes out of the specially-designed and beautified ovens crisp and tasty is as near as your trucking company. Yes, the bars are down for refreshment stand operators. The ingredients and equipment are easily available, the secret of making these good pies is yours for the asking; your patrons are ready and willing to put 60 cents on the line because the Family Style Pizza is as good a food value as you offer, and the profit margin is wondrous to behold!

You can "sell up" to a new level—the 60 cent level—just as you sold up to a new level on drinks, and your customers will thank you. This is no fairy tale. The facts have been placed before the judge and jury and the verdict has been handed down in favor of the 60 cent Family Style Pizzas.

Nickle Popcorn Returns For Nickelodeon Week

CHICAGO—The old-fashioned nickle bag of popcorn will be featured by America's theatres during Nickelodeon Week. The period of June 5-11 has been designated by the Variety Clubs of America as Nickelodeon Week celebrating the Golden Anniversary of the motion picture theatre and honoring the late Senator John P. Harris, the founder of the first Nickelodeon.

A feature of the national celebration is the Popcorn Institute's concerted promotion with exhibitors featuring an old-fashioned five-cent bag of popcorn. It was the nickle product that built the theatre's high-profit popcorn business. A recent mailing to numerous exhibitors throughout the country has invoked an enthusiastic response to the unusual promotion idea, according to William E. Smith, executive director, The Popcorn Institute. "Many exhibitors," Smith stated, "are tying-in with the promotion in order to create additional popcorn eaters and thus insure an expanded market for the theaters' top profit concession item."

To assist exhibitors in merchandising during the national event, The Popcorn Institute is working with a leading bag manufacturer, producing an especially designed nickle popcorn bag. The novel container will soon be made available to the trade.

The Popcorn Institute is boosting Nickelodeon Week and the nickle popcorn promotion with merchandising aids and an intensive barrage of publicity. Exhibitors throughout the country are urged to tie-in on the unique promotion to build future popcorn sales and profits.

NCA Exhibits Set

CHICAGO—More than 100 exhibitors, the largest number in 15 years, will be ready and waiting when the National Confection Association starts its 29th exposition and 72nd annual convention, June 6 at the Conrad Hilton Hotel.

According to David P. O'Connor, exposition chairman, new exhibits and new exhibitors promise a stimulating show.

Burger-Mat Offered For Infra-Red Broiling

BROOKLYN, N. Y.—A revolutionary new hamburger broiler, which provides for smokeless, odorless, infra-red broiling of hamburgers, and up to one-third less meat shrinkage, has been introduced by Burger-Mat Corporation.

The unit, called the Burger-Mat, broils four hamburgers and toasts four buns in two minutes, without handling, turning or danger of burning. The unit controls broiling to the customer's individual taste, and is provided with an automatic timer and indicator light for each of its four broiling compartments to signal when the hamburger is done. The Burger-Mat needs no exhaust system; features easy plug-in installation; and uses current only when actually in operation.

The Burger-Mat prevents contamination by foreign odors or taste from foods cooked previously and renders fat into an easy-to-clean pan.

The unit is constructed of polished cast aluminum with a control board of glossy gray baked Hammertone. .

In answer to the growing demand for a high quality ice-cooled dispenser for non-carbonated beverages, Frigidrink Dispenser Company, Chicago, has introduced the Ice-Cader. The new dispenser should have wide appeal to those who prefer the convenience of economy of an ice-cooled unit.

only
popsit plus
gives you all these advantages

Compare these advantages	POPSIT PLUS	BRAND "A"	BRAND "B"
Pure Peanut Oil (most easily digestible vegetable oil)	✓		
Butterlike Flavor	✓		
Requires No Melting	✓	✓	✓
Flash Point Over 650°	✓		
Always Ready-to-Pour	✓	✓	✓
Fries Potatoes, Chicken, Shrimp	✓	✓	✓
Fewer Than 5 "Duds" Per Pound of Corn Popped (average)	✓		
THE SCORE	7	3	3

Popsit Plus is the biggest selling popping oil in the entertainment industry — preferred by more theatres, carnivals and outdoor operators because it does the biggest job! The distinctive butterlike flavor sells and resells your popcorn for you. Popsit Plus is the safest of all oils to use, easiest to measure and store — versatile, too, for every frying requirement.

If you haven't used Popsit Plus, you're missing a "sure thing". Arrange for a free trial . . contact your local distributor today!

popsit plus!

It's Digestible! Made Only of Pure Peanut Oil

Liquid Popcorn Seasoning
made by
C. F. Simonin's Sons, Inc.
Phila. 34, Pa.

Popcorn Institute's Smith Hails Value Of Concession Stand Tieins

ATLANTA—"Merchandising and promotion is the key to increased concession profits," William E. Smith, executive director, The Popcorn Institute, told the exhibitors of Georgia, Florida, and Alabama, meeting here recently for the kick-off session of the Southeastern Movie Festival. "Exhibitors can learn from grocery super-market operators merchandising techniques that have paid off handsomely in terms of increased sales.

"Exhibitors," Smith added, "should closely analyze their concession items for their top profit commodities and push the sale of these items. The super-market has learned to sell tie-in commodities where multiple sales can be made, in place of a transaction involving a single item. Exhibitors have two natural top profit items in popcorn and beverages. It is sound merchandising," Smith stated, "to feature popcorn, and request the concession attendant to push the sale of a beverage simultaneously. The adoption of tie-in merchandising of popcorn and drinks has developed substantially increased profits in all theatre operations where it is practiced."

Smith also described to the representatives of the three southeastern states the many point-of-purchase pieces available from The Popcorn Institute to stimulate popcorn sales. These pieces are available from popcorn suppliers at a nominal cost, below actual cost of production.

Attendance at the theatre and sales at the concession stand are all based on the same factors, a good product with public acceptance and aggressive and intelligent merchandising and promotion. Movie producers are currently making top flight pictures. Exhibitors are urged to use only the finest popcorn procured from reputable sources.

"The Southeastern Movie Festival is an outstanding promotional event which should be used as a pattern by regional groups throughout America. Such national exploitation will insure the future of the movie theatre industry," Smith concluded.

Beverage Promotion Discussed

CHICAGO—Midwest DAD's Root Beer bottlers recently concluded a regional sales meeting at the parent company's plant. The underlying theme was "A New Dynamic Approach to Advertising and Promotion for 1955."

Considerable research has been directed towards the root beer market and suitable copy themes. New plans call for emphasis on the "kids' market." A new jingle has been developed with "kids' appeal" and is tied in with self-liquidating premium promotions. Emphasis at present will be on radio—with short spots that will allow the DAD's bottler to develolp impact and high frequency in his territory.

Each DAD's bottler has received a tailor-made promotion for the territory he serves. At the close of the meeting, a complete kit containing details on promotions, local radio programs and merchandising plans, properly timed and geared with his sales curve, was presented to every bottler.

Concession Plans Are Set For Combined Convention

CHICAGO—At the Morrison Hotel on Nov. 6-9, the International Popcorn Association will join with National Allied, TESMA, and TEDA to present Popcorn-Candy and Concession Hall, occupying the entire third floor exhibition area with 117 booths offered to exhibiting supply firms. The popcorn and concession industries will have their "greatest show." Exhibition chairman is Carl Siegel, Stanley Warner Management Corporation, who put on the similar show last year in the Conrad Hilton Hotel, Chicago.

A special exhibition committee will assist Siegel. Serving are Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, N. Y., and president, IPA; Lee Koken, RKO Theatres, New York; Lester Grand, Confection Cabinet Corporation, Chicago; Melvin Berman, Tri-States Automatic Candy Company, Buffalo; Leo Beresin, Berlo Vending Company, Philadelphia; Joe Kernell, ABC Vending Corporation, New York; Nat Buchman, Theatre Merchandising Corporation, Cambridge, Mass.; and Lloyd Haight, W. S. Butterfield Theatres, Detroit.

Advance requests for booth space by supply companies has taken up 80 per cent of the 117 available locations. Following the distribution of exhibit brochures, booth reservations are accepted in the order in which they are received, the postmark on the envelope being the controlling factor. Firms interested in exhibiting at the IPA 1955 show were advised to write Carl Siegel, exhibit chairman, International Popcorn Association, 201 North Wells Street, Chicago 6.

FST Names McCollum

JACKSONVILLE—Norris McCollum has been appointed to the executive staff, Florida State Theatres, one of the south's largest theatre circuits, as assistant to Bob Harris, manager, confection sales department.

McCollum is working on the formulation of sales policies at FST theatres and generally assisting Harris in conducting an accelerated merchandising program.

McCOLLUM

Candy Sales Changes Benefit Customer

"CANDY MANUFACTURERS are expending every effort to make it convenient for the consumer to purchase candy when and where he wants it," Philip P. Gott, president, National Confectioners' Association, Chicago, recently said at meeting of Association of Manufacturers of Confectionery and Chocolate in New York, in honor of John D. Hayes, president, Fanny Farmer Candy Shops, Inc., nationally known confectionery chain, and one of the originators of manufacturer-to-consumer selling through chain retail stores.

In paying tribute to Hayes, Gott said, "The recent announcement by Mr. Hayes of his plan to build roadside candy factory-stores where the public can watch the candy which it wishes to buy being made is evidence of the industry's desire to please the consumer by making candy available to them at all times. Roadside stores will join with one million other candy outlets such as vending machines, department, drug, and food stores, newsstands, theatres, 5 and 10 cent stores and others in distributing this scientifically prepared, delicious energy food."

According to Gott, consumers purchase their candy from the different types of distributors in the following amounts: from candy, nut, and confectionery stores, 26.2 per cent; from food stores, 20.7 per cent, from 5 and 10 cent stores, 10.1 per cent, drug stores, 10 per cent, department stores, 9.7 per cent, theatres, 9 per cent, with the remaining 14.3 per cent about equally divided between restaurants and lunch counters, and cigar stands, newsstands, and vending machines.

"Distribution as well as production techniques are changing rapidly." said Gott.

EXTRA PROFITS

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EXTRA PROFITS appears every faurth Wednesday as a regular special feature department af MOTION PICTURE EXHIBITOR, and is devated exclusively to the design, canstructian, maintenance, management, and explaitatian of theatre vending equipment, vendable items and ather prafit producing adjuncts far efficient theatre aperatian. Far further infarmatian, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing affice: 246-48 North Clarian Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New Yark 36. West Caast Representative: Paul Manning, 9628 Cresta Drive, Las Angeles, Calif.

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NEWS OF THE Territory

BRANCHES

Atlanta

Sam Davis, exhibitor in Miami, Fla., has filed suit in Federal District Court seeking to force distributors to provide him motion pictures at reasonable prices. His civil action asks $75,000 damages from United World Films, Inc., and Morris Bass, Jack Glasson, Bernard Lowenthal, and Stanley Levine, and charges a conspiracy harmful to Davis since he began independent pictures last November. He claimed he tried to show 16mm. film in greater Miami hotels and motels, but was unable to get a regular supply of film because of their actions. Davis has asked for a jury trial.

Fifty Atlanta WOMPIs attended the Movie Festival kick-off luncheon at the Biltmore. The club pledged 100 per cent cooperation in the Movie Festival, sponsored by the theatre owners in Georgia, Alabama, and Florida. . . . Mrs. Christine Gilliam, WOMPI board member and parliamentarian, was guest speaker at the American Business Women's Club, Tri-Delta Alliance, and the La-Grange College Alumni Club, La Grange, Ga. Her subject on each occasion was "Nothing Beats the Movies."

Mrs. Frankie English, Atlanta "WOMPI of the Year" and national regional director, was hostess at a luncheon at Glen Oaks Farm, the honor guest being Mrs. Laura Kenny, national recording secretary, and Mrs. Nell Middleton, national treasurer of WOMPI.

Bill Toney was added to the home office of Wil-Kin Theatre Supply Company. . . . The Grove Drive-In, Demopolis, Ala., has reopened for the summer months. . . . The Neely Circuit has closed their Blount Drive-In, Oneonta, Ala., for repairs. . . . The first section of the Parkway Drive-In, Huntsville, Ala., a twin operation with a capacity of 1,110 cars, was opened to the public. The entire project will be completed within the next two years. A total of 660 cars can be accommodated in the first section. Managing director is R. L. Parham, formerly with the Crescent Amusement Company, Nashville, Tenn., with Jack Hefferman as his partner.

"Nothing Beats The Movies" Keynotes Southeastern Festival

ATLANTA—Better motion pictures, better story material, and better techniques were described as the "get up and go" medicine for the movies.

Hundreds of showmen from Georgia, Alabama, and Florida were told at a special meeting of the Southeastern Movie Festival, which will last till June 16, that motion pictures now stand on the "threshold of a new bright era."

J. H. Thompson, Hawkinsville, Ga., president, Georgia Theatre Owners and Operators, spoke to the theatremen at the special meeting. Their convention signals the beginning of a month-long festival in the three states. "Nothing Beats The Movies" is the key-note of the meeting.

Gillens and Rester, local circuit operators, Mobile, Ala., have been authorized by the FCC to consolidate radio station WKRG and WKRG-TV into WKRG-TV, Inc. Giddens and Rester will turn the radio station over to WKRG-TV for $150,000. Giddens and Rester Radio Company is expected to go into operation late in October.

Manager Robert Ross has completed the repaving of more than 27,000 square feet of surface at the Whiteburg Drive-In at Huntsville, Ala., at a cost of $7,000. The drive-in has a capacity of 400 cars. . . . The Ga-Ana, Georgiana, Ala., is cooperating with local merchants in selecting a local movie queen. The theatre is offering the winner an all-expense trip to Florida, and merchants are donating other prizes.

In for a sales meeting with branch manager Jimmie Hobbs, Allied Artists Southern Exchange, were sales representatives Ben Jordon and Jimmy Campbell. . . . Jimmy Bello, sales representative, Astor and Capital, went on a trip to Tennessee. . . . The Atlanta Theatre Guild has anounced a summer workshop class available to all persons interested in acting or movies. . . . Born to Mr. and Mrs. P. L. Taylor, he is owner, Dixie, and editor, Columbus World, were twin daughters, Amelia Washington and Cornelia. Mother and daughters are doing well.

Mary Peters, Wil-Kin Theatre Supply Company, has resigned for the blessed event. . . . Bill Green, Glenn, has left for a trip to Florida. . . . Oscar Kilgo, 85 Drive-In, Fayetteville, Ga., has installed wide-screen and CinemaScope. . . . Oscar Howell, president, Capital City Supply Company, was back at his desk after a trip from the city. . . . Leonard Berch, branch manager, United World Films, checked in after a trip from the city. . . . Don Hassler, office manager, Astor and Capital, was back after a trip to Henderson, N. C. . . . Thanks to Oscar Kilgo, owner, 85 Drive-In, Fayetteville, Ga., for his subscription to MOTION PICTURE EXHIBITOR.

New officers for 1955-56 of the Atlanta Club of Women of the Motion Picture Industry will be elected at their next meeting at the Variety Club. Mrs. Betty Rary, president, will chair the affair. The nominating committee is composed of Mrs. Laura Kenny, Mrs. Nell Middleton, Mrs. Nell Allen, Mrs. Helen Taylor, and Miss Jean Mann. . . . Mrs. Laura Kenny and Mrs. Johnnie Barnes have returned from Washington where they were active in the organization of the eighth club of WOMPI in that area. Washington will receive its charter before the national convention in New Orleans, Sept. 30-Oct. 1.

Charlotte

At a recent meeting of the Theatre Equipment and Supply Dealers of Charlotte, Charles Dudley, executive vice-president, Charlotte Merchants Association, spoke about the benefits of credit and at the same time pointed out the need for a supply dealers credit association, which would benefit both the customers and the dealers. A committee reported back their approval and the dealers voted unanimously to join the Theatre Equipment Dealers Credit Association Division of Credit Bureau of Charlotte, affiliated with the Credit Association throughout North and South Carolina. Through this medium, theatre and drive-in owners can establish credit with whomever they deal with and approval of contracts can be obtained in a

Harold Spears, chief barker, Atlanta, Ga., Variety Club, recently sponsored an old newspaper boys' day in cooperation with the Atlanta Journal and $85,000 was collected for the benefit of the Tent's Cerebral Palsy School Fund. Yvonne DeCarlo, star, Allied Artists' "Shotgun," was in town for the film's premiere and gladly joined in the proceedings. She is seen at left with Spears; in the center is a photo of one of the rallies held in connection with the affair; while, right, Miss DeCarlo is seen visiting some of the children at the hospital. Irving Shiffrin, AA publicist, on hand to publicize "Shotgun," also cooperated.

The booking of forthcoming United Artists' releases was mu'led over recently by Bob Moscow, right, Rialto, Atlanta, and Byron Adams, UA branch manager there.

Ben Harton, manager, Manor, Charlotte, recently kicked off his engagement of MGM's "The Prodigal" with this four-decker marquee display.

short time. W. F. Harris, owner, Harris Theatre Sales, Inc., who has been chairman of the equipment group for the last year, nominated Bob Turnbull as chairman for the coming year. Turnbull was elected unanimously.

The Carver, Rock Hill, S. C., has been equipped with CinemaScope by Harris Theatre Sales, Inc.

Many of the exhibitors over North and South Carolina who are Shriners attended the Shrine Ceremonial in Greensboro, N. C. Max Zager, Greensboro; Harold Keeter, manager, United Artists, and numerous others attended.

Jacksonville

James L. Cartwright, Daytona Beach, Fla., district supervisor of Florida State Theatres, came in from Orlando where he attended the southeastern premiere of Paramount's "Strategic Air Command" at the Beacham. He said that the officers and enlisted men of Pinecastle Air Base of SAC, near Orlando, gave their complete cooperation in turning the premiere into a major public event. Orlando newspapers devoted several pages of publicity and pictures to the opening.

About 75 persons from the FST home office and theatres and from Film Row offices attended an enjoyable midnight dinner-dance held on the grounds of Mr. and Mrs. Robert Heekin's home on the Southside. Out-of-towners there included Bob Corbit, Orlando, and Mr. and Mrs. Bob Skaggs, St. Augustine. . . . Jessie Green, FST secretary, was ill for a week at St. Vincent's Hospital. . . . Joyce Williams, recently moved here from West Virginia, is a new employee in the FST home office. . . . In town for a few days was Harry Botwick, FST district supervisor for south Florida.

Carroll Ogburn, Warners branch office manager, and Sheldon Mandell, manager, St. Johns, were hosts to the area's exhibitors at a screening of "Mister Roberts" in the St. Johns. . . . Fess Parker, who stars in the title role of "Davy Crockett," is scheduled to make a full day's round of public appearances here on June 2, with visits to City Hall, Hope Haven for Crippled Children, and the City Baseball Park. He will also participate in WMBR-TV programs and attend a luncheon for working newspapermen.

A letter from Jerry Gold, Pahokee, Fla., president, Motion Picture Exhibitors of Florida, asks all members of the group to make cash donations to aid in the national fight against pay-as-you-go television by sending checks to Phillip Harling, treasurer of the exhibitors' committee, Stanley Warner Theatres, New York. Gold pointed out that "this is of vital importance to the future operations of your theatres." . . . Bolivar Hyde, Lakeland, Fla., and Horace Denning, this city, were back from Atlanta where they took part in launching the Southeastern Movie Festival. . . . The local Florida Times-Union recognized the opening of the festival by the use of double-page streamers at the top of entertainment pages. . . . Returning from Los Angeles where they represented Tent 44 at the International Variety Club convention were Bill Wallace, Benton Brothers, and Danny Deaver, local chief barker, who manages the Normandy Twin Drive-In.

Alfred Terranova returned to the MGM office after a vacation. . . . Roy Smith, theatre supplier, returned from a week's tour. . . . In town briefly were press representatives Spence Steinhurst, RKO, and Jack Wiener, MGM.

Bill Hamar, manager, Fun-Lan Drive-In, Tampa, Fla., has recently installed new Coca-Cola dispensers. . . . The Florida, St. Petersburg, Fla., the state's largest indoor theatre, which is managed by Walter Tremor, has attractive new candy cases and popcorn-warming equipment.

E. G. Stellings, center, Stellings-Gossett Theatres, Charlotte, and Rudy Howell, right, Howell Theatres, Smithfield, N. C., are seen conferring recently with United Artists' Charlotte branch manager H. Keeter in connection with the Bob Benjamin drive.

Memphis

The new owner, Tate, Coldwater, Miss., is Mrs. Earline Embrey. . . . Vivien Wahlquist reports the best Mother's Day gift any mother could have was that of her son Danny, Paramount shipper, taking her to Wichita, Kans., to see another son, Sammy. . . . A Memphis teen-age girls gang set fire to the Fairgrounds cattle barn, causing a $125,000 blaze. One of the girls blamed "Blackboard Jungle," which she had slipped in to see at Loew's State, but Arthur Groom, manager, fails to understand how she got in or how the picture would have anything to do with it as it takes place in a schoolroom, and there are no gangs formed or fires set.

The Memphis Board of Censors turned thumbs down on "Son Of Sinbad" even before seeing the entire film. It had been banned last year because of a dance sequence, and Binford says the "vile dances" are still in it.

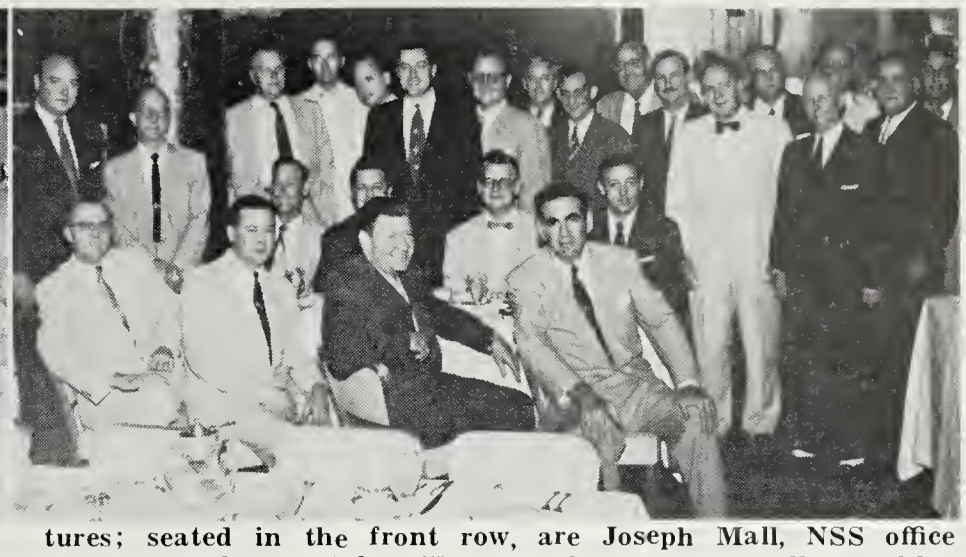
New Orleans

Kenneth Giddens and T. J. Rester, Mobile, Ala., theatre and radio station operators, have been authorized by the FCC to consolidate radio stations WKRG and WKRG-FM into WKRG-TV, Inc. Giddens and Rester will turn the radio station over to the new corporation for $150,000. . . . George Owen, operating the Royal indoor and Opp Drive-In, Opp, Ala., assumed ownership of the opposition Dixieland Drive-In. The combined total car capacity is 599. Opp has 324 ramps and the Dixieland 275.

Ralph Staub, motion picture producer, filmed the crewmen and members of the local chapter, Tent 45, Variety Club, in historic Jackson Square, which will be a part of a feature film of all the tents of Variety Clubs International. . . . Roy Varnado, Warners, is off on vacation. . . . Ran into Don Kay at RKO Orpheum who said he had just rolled into New Orleans from Cleveland, Detroit, and other points in Ohio and Michigan where "Naughty New Orleans" is doing excellent business. The film is a Rebel Production which Kay and Woolner Brothers produced.

Charles Dell, Houston, Tex., is now assistant to manager Rodney Toups, Loew's State. . . . C. J. "Jimmy" Briant, MGM branch manager, was a panelist at the company's Workshop held in Atlanta recently, which was directed by Mike Simon, MGM director of customer relations. Motion Picture Advertising Service from here entertained at a cocktail party after closing of the Workshop.

At the southern premiere invitational preview of Paramount's "Strategic Air Command" at the Saenger here, Henry G. Plitt, vice-president, Paramount Gulf Theatres, was awarded a charter membership and a certificate of achievement by the United States Air Force for his efforts in publicizing the Air Force in



The second annual "Bosses' Day" luncheon was tendered recently by the Women of the Motion Picture Industry of New Orleans at the Roosevelt Hotel, and seen at the speaker's table, left, are MGM branch manager C. J. "Jimmy" Briant, toastmaster; Mrs. Connie Aufdemorte, president of the club; and guest speaker Ben C. Pitts, customer relations manager, D. H. Holmes, Ltd.; and Southeastern Theatre Equipment manager, William H. Murphy; on the right are some of the bosses, seated front row, H. A. Arata, MGM office manager; Milton Aufdemorte, Paramount office manager; William Holliday, Paramount branch manager; and Abe Berenson, president, Allied Theatre Owners of the Gulf States; second row, standing: William H. Cobb, president, Exhibitors Poster Exchange and theatre owner, and Milton Dureau, president, Masterpiece Pictures; seated in the front row, are Joseph Mall, NSS office manager; Alex Maillho, UA branch manager; Allen Ashby, office manager, Theatres Service Company; and E. G. Perry, Pittman Theatres general manager; in the back row, are Gus Trog, Warners office manager; Ben Saloy, Lippert office manager; Rene Brunet, Imperial; John Cado, MPA; Page Baker, head, Theatres Service Company; J. R. Murphy, MPA; D. M. "Dan" Brandon, Transway general manager; John Grainger, Columbia office manager; John Richards, Slidell Theatres vice-president; J. F. Burglund, MPA; W. A. Hodges, Hodges Theatre Supply head; Briant; and Murphy, and in front of Briant is Harry Oliphint, Richards Center executive; and between Briant and Murphy is Carl Mabry, MPA president.

connection with the ceremonial presentation of the movie. A certificate was also presented to the Saenger, which manager Holland Smith accepted in the theatre's behalf.

George M. Wiltse was here from Dallas in the interest of his St. Bernard Drive-In, Arabi, La. . . . Mr. and Mrs. F. F. Gudrow and Mrs. Goodrow's father, Captain Rose, motored to Thibodaux, La., for the revival of the town's spectacular Firemen's Parade, which in years gone by was one of the south's great annual events. They were the guests of their son, Fred, and family.

Ray Liuzza succeeds the late Walt Bonura on the Item's amusement advertising staff. Ray is well known in theatre circles, having covered several assignments at exhibitor conventions for his pop, Ted Liuzza, who is also on the Item's staff as columnist of news of radio and television. . . . An extensive program of remodeling and interior face lifting is underway in the offices of Southeastern Theatre Equipment Company.

Carl J. Mabry, president, MPA, and Milton Guidry, Nona, Lafayette, La., represented New Orleans Variety Tent 45 at the Variety Clubs International convention at the Ambassador Hotel, Los Angeles. Guidry was accompanied by his wife. . . . MGM's 35-foot, $20,000 float displaying a giant "wheel of fortune," a reproduction of the movies' game of chance, and statues of Baal and Astarte, with a trio of live pagan temptresses aboard, starlets Darleen Engle, Jolene Brand, and Joan Patti, paraded on Canal Street and through the business district to drum up fans for "The Prodigal," which will follow "Blackboard Jungle," the current film at Loew's State.

The massive Saenger was packed to capacity for the invitational preview of Paramount's "Strategic Air Command," filmed in VistaVision and Technicolor. Pre-screening ceremonies on stage were under the direction of Henry G. Plitt, and presented by The Air Force Association and Paramount Gulf Theatres. Major General Frank A. Armstrong, Jr., Barksdale Air Force Base, La., commander of the Strategic Air Command's Second Air Force, appeared on the stage along with the bomb crew from his base which recently set a new transcontinental speed record in a B-47 Stratojet bomber, who were presented special awards by General Armstrong in behalf of the Air Force, and by city councilman James B. Fitzmorris for New Orleans. General Armstrong also presented certificates of Air Force achievement to Plitt, vice-president, Paramount Gulf, and to manager Holland Smith, Saenger. Earlier, a luncheon was held at the International House by Paramount Gulf Theatres, Inc., with president Gaston J. Dureau, Jr., presiding. The honored guest was Brigadier General H. K. Mooney, commander of the 806th Air Force Division, Lake Charles, La., who told the luncheon group of press, radio, and television representatives about the Strategic Air Command's role if war breaks. With Dureau, the hosts were Plitt, Maurice Barr, secretary in charge of public relations, and William Holliday, branch manager, Paramount.

Construction Starts For UA New Orleans Branch Office

NEW ORLEANS—Construction of a one story air-conditioned brick building for United Artists new quarters on South Liberty Street in the heart of Film Row is underway. Leo Fellman and Company, represented by Stanley Lemarie and George Pabst, southern district manager, jointly announced the signing of a long term lease for the new building which will house the New Orleans branch office and serve as southern district headquarters. Designed by architects Goldstein, Parham, and Labouisse, the structure, occupying about 44,000 square feet of space, will boast aluminum trim and wide expanses of glass. The project will represent an expenditure of about $200,000, including the lease. Gervais F. Favrot Company, Inc., are handling the construction, with completion expected by Oct. 1.

The following rate a "thank you" for their subscriptions to MOTION PICTURE EXHIBITOR: Allied Theatre Owners of Gulf States; Lewis Cox, Bayouland Drive-In, Donaldsonville, La.; Gilbert and Birdie Romero, Gil, McComb and Booker T, Lafayette, La.; E. W. Brundell, Brundell's Temple of Mystery Stage Show; manager of Joy, New Orleans; manager of Paco, Coushatta, La., and Frank Smith, Grand, Grand Isle, La. . . . New Orleans is one of the 22 cities which Walt Disney selected for the personal appearance of the "King of the Wild Frontier, Davy Crockett," Fess Parker, who will appear here in buckskin, with his guitar and mountain music.

Irma Dantin recently joined the Saenger's cashier staff. . . . Mary Murphy and Claire Tremorel, members of UA's personnel, will be off on their vacations starting May 30. . . . Alex Maillho, manager, UA, is back at his desk after business calls in Mobile, Ala. . . . Don Wilmoth, salesman, Southeastern, who resides in Pineville, La., was here at headquarters for several days.

May 18 was the second annual "Bosses for a Day" celebrated by the local unit of the Women of the Motion Picture Industry at a luncheon in the Blue Room at the Roosevelt Hotel. Ben C. Pitts, customer relations manager, D. H. Holmes Company, Ltd.; president, Board of Trade; member of the board, Chamber of Commerce, and chairman, Convention and Visitors Bureau, graced the speaker's table. . . . F. H. Hein, Steven's manager, was in Lafayette and other southwestern

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LATTER & BLUM, INC.
919 Gravier Street New Orleans, La.

Louisiana towns drumming up business. . . . Atlantans visiting were Ed Stevens, Stevens' Pictures, and Ike Katz, Kay Films.

E. W. Brundell's "Temple of Mystery" is on a stage tour in north Louisiana theatres. . . . George Y. Harrell, manager, Manley, is back at his office after a business trek in Alabama and Georgia. . . . Leo Seicshnaydre, Republic's chief, was on a business trip in the territory. . . . The Mississippi Theatre Owners Association slated May 26-27-28 for their annual convention at the Edgewater Gulf Hotel, Edgewater Park, Miss.

Local industryites, amusement operators, and a legion of friends joined the family and relatives of Walter Albert Bonura in their great sorrow at his death at the age of 35. He had suffered since childhood from heart trouble which developed after an attack of rheumatic fever. Bonura was a native of New Orleans and since 1947 was widely-known in amusement and advertising circles handling the amusement advertising for The Item. His father was a New Orleans policeman. Surviving are his widow, their daughter, his mother, and a half brother. Funeral services, largely attended by urban and suburban theatre owners and managers, were held, with interment in Greenwood Cemetery.

Lucas Conner, branch manager, Warners, extended a cordial invitation to exhibitors, film buyers and bookers, press, radio, and TV representatives to be present at the trade showing of "Mr. Roberts," held at the Pitt. . . . Harold "Babe" Cohen, franchise distributor, Lippert, and representative distributor for various producers and Howco Productions, also southeastern district manager, Howco exchanges, announced the acquisition of franchise distribution of Astor's product for the New Orleans and Memphis trade territories, heretofore distributed by Dixie here and by Astor in the Memphis area, both owned and controlled by Mrs. John Jenkins and O. K. Bourgeois, Dallas. Howco will handle the distribution in Memphis.

Local winners of The Item-MGM Lagniappe awards contest, who picked the most Academy Award winners at the annual nominations, which necessitated a run-off contest to break a tie, were Kathleen Puglia, Mrs. J. C. Parrish, Edward Ludman, Donald A. Meyer, Eddie Ray, Warren Foster, Aida Martinez, Louisiana Matute, Kenneth Lavell, and Wesley Senette, all of whom won Lagniappe statuettes and year-round passes to all first-run MGM pictures in New Orleans.

Abe Berenson, Allied national director, attended the round table conference of the joint committee of Allied and Theatre Owners of America which was held at the Waldorf Astoria in New York. Wife Janis accompanied him to take a leisurely look at Gotham and to see what is new on Broadway stages and screens.

Florida

Miami

Sam Rowlands, formerly of the Boulevard, is now at the Sheridan, Miami Beach, Fla., replacing Tom Capuzzi, resigned. . . . Harvey Fleischman, Wometco district manager, returned to the office from a week's vacation on the Florida Keys. . . . David Payne is now at the Boulevard. He was formerly manager, Dade. The Dade is being torn down and Florida State is currently refurbishing the Regent with new seats, carpeting, etc., to make it a first class house in the Allapattah neighborhood of Miami.

Major Harry Warner, Warners, is seen recently with Harry Botwick, southeastern district manager, Florida State Theatres, left, and George Bourke, Miami Herald amusement columnist, at a recent luncheon at the Balmoral Hotel, Miami, Fla., during the opening of "East of Eden."

Sympathy was extended to Eddie Stern, Wometco booker, in the death of his father. . . . Vacationers included Frances Myers, secretary to Elmer Hecht, Wometco district manager. Lanette Saxton is replacing her during the three weeks she is gone. . . . The Wometco Circuit sick list included Frank Myers, purchasing agent. . . . Managerial shifts included Krag Collins from the Strand to the Center, replacing Jim Frazier, resigned. Bill Cosper is now manager, Strand. He was formerly assistant, Tower. Howard De Bold has been assigned as assistant, Rosetta.

Greater Miamians and a number of out-of-town boosters of Variety Children's Hospital have swelled the 1955 fund campaign to $65,000, Committee of 1,000 Chairman Leo Adeeb reported. . . . Ethyl Gubernick, secretary, Wometco personnel department, represented the theatre and television industry on the WAC Recruiting Committee of Greater Miami at a recent luncheon at the Fontainebleau Hotel, Miami Beach, Fla. . . . Forty copies of the pocket book edition of "Blackboard Jungle" were given to the first 40 people in line at the boxoffice when that picture played at the Florida. Al Glick, Florida State publicist, arranged for a teen-age panel on WGBS-TV to discuss juvenile delinquency and give their opinions on the picture. This should be an extremely interesting and informative method for boosting the film.

"Miss Warner Brothers of 1955," Little Rock model Vanna Keepers, recently presented K. K. King, retiring president, and Jim Carberry, newly-elected president, Independent Theatre Owners of Arkansas, with their invitations to attend a special trade screening of Warners' "Mister Roberts" at the Warner, Memphis.

Richard Wolfson, head, Wometco legal department, and Mrs. Wolfson were vacationing in New York. Also taking a week off at this time is Wolfson's secretary, Margaret Tremblay, spending her holiday at home. . . . Hal Hornstein, Joe Hornstein, Inc., announced that he has completed CinemaScope installations in the following houses, the Dixie, Miami, Fla.; the Roxy, St. Petersburg, Fla.; the Sun and the Royal, St. Petersburg, Fla.; the State, Tampa, Fla.; and the Alachua, Alachua, Fla. . . . Managers on vacation included Tim Tyler, Miami; Dan Smith, Park, Tampa, Fla.; Dick Treccase, Sunset, South Miami, Fla.; Joe Fink, Coral Way Drive-In; Don Martin, Concessions, Skydrome Drive-In, Lake Worth, Fla.; and Ken Rockwell, Ritz.

Members of the Wometco Old Guard organization were guests at a banquet at the Fontainebleau Hotel, Miami Beach. Hosts, co-owners Sidney Meyer and Mitchell Wolfson, presented Patek Philippe watches to 20-year employees Walter Klements, manager, Mayfair Art, and Claude Norton, assistant art director. At the banquet, new officers of the Old Guard took over, with Burton Clark, new chairman, Board of Governors, one of the speakers. Harvey Fleischman, district manager, was master of ceremonies. The banquet was also the occasion to announce additional benefits to be granted to employees of the Wometco Circuit. In addition to being presented with the 20 years' service watch, all 20-year employees who do not presently receive four weeks vacation with pay, will now enjoy this added benefit. Employees who have been with the company continuously for 15 years will now be presented a bonus of two weeks pay at the Old Guard banquet in the year this period has been accomplished. In addition to these benefits, when an employee has completed 25 years of service, he will receive, at the annual banquet of the Old Guard, another bonus amounting to five weeks pay; after 30 years, six weeks pay; it shall be the policy of the company to add a week's bonus at each succeeding five-year period. Those who received their 25-year bonus at the affair were Hal Kopplin, art director; Sonny Shepherd, district manager; Mark Chartrand, public relations director; Frank Myers, purchasing agent, and Walter Toemmes, manager, Ace.

The publisher and staff of MOTION PICTURE EXHIBITOR deeply appreciate the many expressions of sympathy extended upon the passing of Herbert M. Miller, who had been editor for over 25 years.

NEWS OF THE Territory

BRANCHES
Cincinnati

Noah Schechter, "Mr. Show Business" of this city, was honored by several hundred friends at a party on the 50th anniversary of his successful career. The affair was at the Variety Club, of which he is a charter member. Starting at 17 as a spear carrier in a local stock company, he has worked in every branch of the entertainment field, including regional publicity director for various film companies. For many recent years, he has been local manager for the Shubert interests, while frequently helping promote city-wide activities in which the film industry has participated. All who know Schechter wish him many more successful years in entertaining the public and contributing to community life.

Local film executives are watching with keen interest efforts being made in the state legislature to put over a new censorship bill. Representative Gilbert Bettman of this city fought the bill vigorously in committee, expressing doubt that members could vote for the bill and still uphold their oaths to support the U. S. Constitution. Fines up to $5,000 and six months in jail are provided in the bill for possession of films which the board of censors declare obscene or tending to incite public disorder.

Robert C. McNabb, 20th-Fox branch manager, and his many friends got a big kick out of a classified ad in a local newspaper, in which it was stated that "the fastidious and discriminating will appreciate the find hand ironing done by R. C. McNabb," and offering pickup and delivery service. Several weeks earlier, McNabb and Sol Gordon, 20th-Fox branch manager in Detroit, shared a room in a Dayton, O., hotel, where Gordon found a hand iron left behind by a previous occupant. McNabb borrowed the iron and forgot to return it to Gordon, who "retaliated" with the amusing ad. The kicker is that McNabb had phone calls from several prospective "customers."

Realart, headed by Jay M. Goldberg and his sister, Mrs. Mitchell Blachschleger, is observing its 40th anniversary this summer. It is the oldest independent film exchange in the nation. . . . Richard Rosenfield, president, Standard Concessions, is treasurer of Cincinnati Summer Playhouse, Inc., which plans a 15-week run of Broadway plays with guest stars, opening June 14 in a suburban location. . . . E. M. Booth, MGM branch manager, was in Columbus, O., on business; while P. K. Wessel, treasurer, States Film Service, was in Cleveland to work on SFS shipping service for RKO in that area. He was accompanied by Meyer Adelman, Philadelphia, SFS president.

"Sinbad" Banning Stirs Controversy

COLUMBUS, O.—Ohio exhibitors were advised by Robert Wile, secretary, Independent Theatre Owners of Ohio, to play all pictures which have the Production Code seal, even though some of them may be condemned by the Legion of Decency. His statement, caused by the "C" rating given Howard Hughes' "Son Of Sinbad," followed an announcement by Catholic Bishop George J. Rehring of Toledo, O., calling for a boycott of theatres which show films condemned by the Legion of Decency.

"There must be a point beyond which any theatre owner must decide that he will not bow to pressure groups," said Wile. "If a picture has the Production Code seal and you refuse to show it because it is condemned, you are saying in effect, 'Let's forget about the Production Code and use the Legion of Decency ratings.' A rating by a group of people, who may have valid reasons in their own minds for condemning a picture, should apply to that group alone. We recommend using the line for such pictures, 'This picture has the seal of approval of the Production Code authority'."

Wile said that "Son Of Sinbad" was cleared by the Dec. 4 decision of the Ohio Supreme Court. Eight Columbus neighborhoods are scheduled for first-run showing of the picture in mid-June.

Bishop Rehring said attendance at theatres showing "C" rated pictures is a "proximate occasion of mortal sin." He said "respectable people" will shun such theatres and not allow their children to attend them. He said the movie industry has shown in the past that it can provide "healthy entertainment" but that "some persons in the industry" refuse to supply the public with unobjectionable films.

T. O. McCleaster, 20th-Fox division manager, and Bob Cohan, Indianapolis branch manager, were in to help promote the company's "Clean Sweep Drive," while Tiny Turner, New York, and Douglas Beck, Chicago, were here to help promote "Gang Busters," distributed in this area by Realart, with 50 houses in the area being the saturation goal. . . . Also in were Mark Goodman, IFE district manager, and Morris Lefko, RKO district manager.

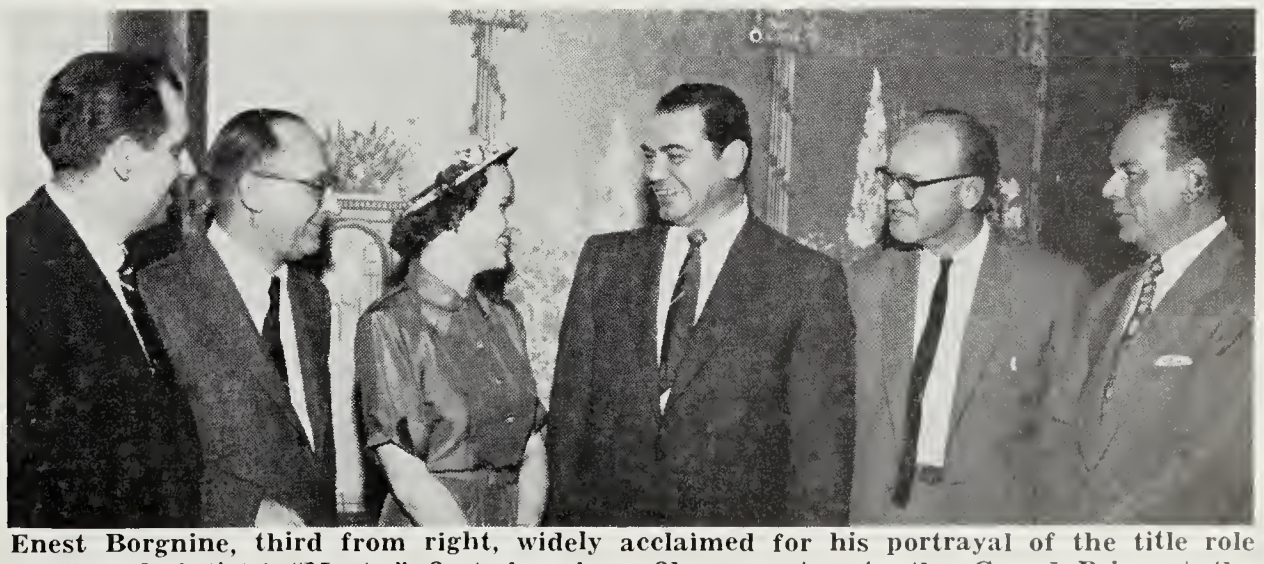
Fess Parker, star of Disney's "Davy Crockett, King Of The Wild Frontier," is slated for personal appearances here when the film opens June 15 at the downtown Palace. . . . Carl Gentzel, MGM salesman, has moved into a new home in suburban Fort Wright, Ky. . . . Jack Berger, promising young dancer, and son of Mike Berger, MGM office manager, won a watch in a recent TV show. . . . Bill Settos, Springfield, O., exhibitor, is recovering from rib fractures suffered in an auto accident. . . . Mary Hogan is a new Paramount clerk. . . . Vacationing were Thelma Ilhardt, secretary to H J. Gilles, Paramount branch manager; Louise Vinson, Paramount assistant cashier; and John Duff, Realart booker.

Cleveland

Exhibitors are crying the summer blues. Attendance at indoor theatres has dropped to the vanishing point, many theatre owners report. But there are occasional breaks in the clouds. One is the local engagement of "To Paris with Love," which is doing such good business at the Heights Art that manager Edward Shulman has announced it will continue "indefinitely." "Strategic Air Command" had a tremendous opening at the Hippodrome, proving again the old adage, "Give 'em what they want and they'll buy it."

Leonard Mishkind and Sam P. Gorrel, who own a circuit operated as General Theatres, added another link in the chain with the purchase of the Olympia, 1750-seat local neighborhood house. The property, including the entire building containing stores and suites, was purchased from L. C. Glaab.

The Salesmen's Club of Cleveland will hold it's annual summer baseball contest and picnic on June 25 at the home of 20th-Fox salesman Sam Lichter, as usual. Arrangements for the affair are in the hands of Irving Marcus, National Screen Service. Jim Levitt, president, also announces that its meeting place has been shifted from the 20th-Fox screen room to



Enest Borgnine, third from right, widely acclaimed for his portrayal of the title role in United Artists' "Marty," first American film ever to win the Grand Prize at the Cannes International Film Festival, is seen reeently with Detroit editors and reporters, left to right, Bob Lubeck and Al Weitschat, The News; Bettelou Peterson, Free Press; Walter Stevenson, The Times; and Dick Osgood, Free Press critic and radio-TV personality. Borgnine was on a nine-city tour on behalf of the film.

the assembly room of the Cleveland Motion Picture Exhibitors Association. Meetings are held the second Monday of each month.

This was the week when the following industry offsprings were confirmed: Marilyn Leavitt, daughter of Sanford Leavitt, Washington Circuit; Diane Schmertz, daughter of 20th-Fox sales manager Ray Schmertz; Adele Horwitz, daughter of Hilbert Horwitz, manager, Haltnorth; Stephen Rembrandt, son of Joe Rembrandt, Center-Mayfield; Judy Greenberger, daughter of Community Circuit's Leo Greenberger, and Sheldon Greenberger, son of Leonard Greenbergr, manager, Fairmount.

Harry Rice, Columbia field publicity representative, left Cleveland for Louisville, Ky., to set a promotion campaign on "Prize of Gold." . . . The Motion Picture Council of Greater Cleveland at its final meeting of the season installed the following newly elected officers: president, Mrs. Joseph Chase; vice-president, Mrs. F. C. Chapman; treasurer, Mrs. C. S. Walters; recording secretary, Mrs. J. C. Prutton; corresponding secretary, Mrs. L. F. Williams. Installation was made by past president Mrs. Edward F. Carran. Guest speaker following the luncheon was K. Elmo Lowe, producer-director, Cleveland Playhouse. His topic was "Films and the Theatre."

Word comes from Crestline, O., that Leo Burkhart, owner, Crest, is making excellent progress following a heart attack. He is convalescing in the Crestline Emergency Hospital. . . . Jack Share, United Artists salesman, still a bit shaky after a severe illness that confined him for two weeks in the Clinic, but sunburned from a week in Orlando, Fla., is back in the selling field. . . . Ramona Welson and Frances Bolton, NSS secretarial force, literally took a flying weekend sight-seeing trip to New York.

Nat Barach, National Screen Service branch manager, and Mrs. Barach are back from a west coast vacation. . . . Lou Blumenfelt, booking manager, Skirball Circuit, checked into the Cleveland Clinic Hospital for treatment for arthritis.

Detroit

The Japanese "Gate of Hell" was previewed for the press by Sol Krim, Krim, in a special showing. . . . Jack Zide, Allied Film Exchange, has added Imperial Pictures, Cleveland, to his holdings. Irwin Pollard, former Republic branch manager, Cleveland, a partner in the deal, will be in charge. . . . The Strand, Roscommon, has reopened after being closed since January. Owner Raymond Peterson has added a wide-screen and redecorated extensively. . . . Helen Stone, 90, former manager of the theatre bearing her name, died in Ojai, California.

Arthur Herzog, who was on the road for "Not as a Stranger" promotion, returned to town. Herzog, a public relations man, took on the chore with the idea of getting into towns off the regular publicist's beat, calling in Michigan, Ohio, and Pennsylvania territories down

Burlesque Films Hurt Censor Fight

COLUMBUS, O.—Showing of "burlesque pictures" in several northern Ohio drive-ins has been jeopardizing the cause of anti-censorship as a crucial vote on censorship bills looms. House of Representatives is expected to vote soon on two censorship measures recommended by the judiciary committee.

Senator Charles A. Mosher, Republican, Oberlin, leader in the anti-censorship fight in the Ohio Senate, declared that he will drop his repeal measure and support the House proposals unless such pictures cease to be shown in Ohio.

Robert Wile, secretary, Independent Theatre Owners of Ohio, said agreement has been obtained from several distributors of these pictures not to take future bookings for Ohio drive-ins and other theatres. Those who have agreed to drop such bookings include Jack Safer, Harold Hoffert, Archie Rose, and the Times Film Corporation.

Governor Frank Lausche, in a letter to The Catholic Chronicle, Toledo, said that he will do "everything possible to get a new movie censorship law." He denounced "indecent" films and said they are "only a mild forerunner of what can be expected unless a stronger censorship law is enacted." He said it is "folly" to expect that the movie industry will censor itself. He said movies will become more and more "a morally disintegrating influence upon youth" unless they are curbed by law.

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the population scale to 30,000. . . . A tie-in with a florist paid off for the Westside Drive-In, Ferndale. For four consecutive Friday nights 200 corsages were furnished to the first 200 ladies. The florist was rewarded with a trailer plugging his services.

Pittsburgh

With Carl Poke, veteran exhibitor, retiring from business, Paul Bronder has acquired the Shiloh. Bronder recently took over the McKee, which he remodeled extensively, and also the Glade, which he will open soon. Mr. and Mrs. Poke had operated and managed the Shiloh for many years. His retirement was necessary due to poor health. . . . Robert Bowman, SW city manager, Erie, Pa., inaugurated a foreign film policy three days weekly at the Strand, Erie.

Due to installation of wide-screen and anamorphic lenses, W. M. Lodge closed the Fulton, McConnelsburg, Pa. . . . The spring and summer months bring baseball, and the coach of the Terrace Village Community Baseball Club is Harold Tinker, RKO shipper for more than 30 years. . . . Deepest sympathy to Fred H. Hart, formerly of Republic, on the death of his 82-year-old mother.

Louis Brill, Film Row letter carrier, underwent an operation in Shadyside Hospital here. . . . Sam Fleishman, manager, Regent Square, is in Allegheny General Hospital. He has had knee and spine trouble for several years and had undergone knee operations. . . . The Lee, Grove City, Pa., is dark for the summer. . . . W. R. Stopp, burgess of Oakmont, Pa., proclaimed May and June as Go to the Movies Months.

Kentucky

Louisville

Lester Grewell, co-owner, Family Drive-In, Charlestown, Ind., as well as Altec service engineer serving the local area, has been hospitalized at Sts. Mary and Elizabeth Hospital here for several weeks. He is expected to return to his service duties and to his theatre operation very shortly. . . . Bob Lavell, the new sales representative for the Falls City Theatre Equipment Company has returned from a complete tour of southern Indiana, getting acquainted with the exhibitors and other members of the industry in his newly acquired territory.

According to Floyd Morrow, Morrow Theatre Service, a buying and booking service for drive-in theatres, he will handle the buying and booking for Noah Campbell's Lycinda Drive-In, Fusonia, Ky., which was scheduled to open on May 27. . . . Ed McIntosh's Sunset Drive-In, Booneville, Ky., should be open around the latter part of June.

Over 60 theatres were represented at the organization meeting of the new Kentucky Exhibitors Association being formed as an affiliate of National Allied, held at the Falls City Theatre Equipment Company. On hand to explain the aims, purposes, and aids of National Allied to the local group were Abram F. Myers, general counsel; Rube Shor, president; Wilbur Snaper, vice-president; Chris Pfister, former president, Ohio Allied, and W. A. Carroll, executive secretary, Indiana Allied. The Kentucky group was established, and an executive board was set up immediately to handle affairs of the new organization until such time that a regular election of officers and board members could be held. Appointed to the executive board were E. L. Ornstein, Louis A. Arru, Anna Bell Ward, J. M. Reiss, Floyd Morrow, and Bob Enoch. Ornstein was appointed a temporary national director by the executive board to be sent to the National Allied board meeting held in New York last week.

Ohio

Columbus

Harry Schreiber, Jr., son of the former RKO city manager, will wed Peggy Heinzman, Girard, O., on June 12. Harry, Jr., will be graduated June 10 from Massachusetts Institute of Technology. Harry, Sr., is now promotion manager, Franklin County Veterans' Memorial auditorium here.

Edward McGlone, RKO city manager, is vacationing in New York, his former home.

The publisher and staff of MOTION PICTURE EXHIBITOR deeply appreciate the many expressions of sympathy extended upon the passing of Herbert M. Miller, who had been editor for over 25 years.

NEWS OF THE Territory

Chicago

The Granada, one of the Balaban and Katz movie palaces, is to receive a new $50,000 canopy and marquee in keeping with the circuit's house improvement policy. . . . Oscars are also awarded salesmen. Don Wright, popcorn man of Schaller, Iowa, came to get his from the Chicago Sales Executive Club.

The Danny Newmans, he's the Astor owner and theatre publicist, now in Israel, are being importuned to produce a picture there. Mrs. Newman, whose professional name is Dina Halpern, is making a hit in Israel with plays in which she appears and directs.

Samuel Chernoff, IFE district manager, is receiving condolences over the death of his father, Morris Chernoff, who was 58. Morris, a candy dealer, had recovered from a stroke when a sudden heart attack overtook him. Also surviving are his widow and a daughter. . . . Dick Lewis Studios changed the named to Lewis-Hoover Studios after electing Robert L. Hoover, president, and Richard and William Lewis, vice-presidents.

Sturdy air force equipment rumbled along quiet streets in suburban Oak Park to exploit "Aerial Port Squadron." . . . S. J. Gregory, president, Alliance Amusement Company; Pete Panagod, promotion manager, and John Doerr, booking head, returned from a tour of their subsidiary Midstates Theatres in Washington state.

Donald Buck, 45, head of the research department of Coronet Films, was severely beaten and robbed by two well-dressed young men as he was sitting in his auto in front of his home waiting for his wife. He was treated at the hospital for lacerations and a bleeding nose. Buck reported to the police the bandits took his wallet and a $100 watch. They escaped down an alley.

Theatre attorney Thomas C. McConnell, whose first big case was the successful Jackson Park anti-trust suit, was in Washington for conferences. . . . Jack L. DeWiggins, Lakeside manager, and his wife will spend their vacation in Maryland, where his cousin is a faculty scientist at the University of Maryland.

The City Council revoked its okeh of pay-as-you-see television after pleas by theatremen. The Illinois legislature postponed for two weeks further action on the controversy. . . . Abe Platt, B and K Northside supervisor, is back at his desk after trips to the hospital.

Eitel's Palace took an entire page in The Chicago Daily Tribune to advertise advance ticket sales for "Cinerama Holiday" opening June 15 with charity benefits on the first and second nights. . . . E. Perry Steinkopf, 62, veteran projectionist, Washington, Granite City, Ill., died. . . . Variety Club's membership has climbed to 209 regular members, nine associates, and nine non-residents. New additions are B. K. Howard, Ronald Kuhlman, Herman A. Lazerson, and George E. Phillips. . . . Bart Meinardi, 78, Herrin, Ill., father of John Meinardi, Fox Midwest district manager, died.

John Balaban, president, Balaban and Katz, is seen recently cutting the cake at the 25th anniversary celebration at the Belmont, Chicago, commemorating the opening of the theatre and the date on which Myron Mandy started as an aide. He is now a veteran B and K manager. From left to right are Mandy; Charles H. Weber, alderman, 45th Ward, in which the theatre is located; Mike Lerner, president, Lincoln-Belmont-Ashland Business Men's Association and editor, Belmont Booster newspaper; and Balaban.

Mrs. Ann Gollos, widow of a former Southside circuit owner, and Samuel Hayden, 71, Beverly Hills, Cal., millionaire, were wed. . . . NBC made a survey at Fort Wayne, Ind., to judge what happens before and after a TV invasion.

Trustees of Variety Club's principal charity, La Rabida Sanitarium, are suggesting that a memorial in the institution be established to the "eternal honor" of Richard J. Finnegan, consulting editor, The Sun-Times, and president of the sanitarium board until his death recently.

The Loop, only downtown theatre presenting the Marciano-Cockell bout on closed TV, had a sellout with reserved seat tickets at $5.50. Four outlying theatres, with prices at $3.60, did fairly well. B and K turned down an aftermath showing of the film, but it was presented by the downtown Grand, and the neighborhood's Alex, Avalon, and Capitol, among others. . . . Mrs. Irene Byrne Chamberlain, former critic, died in Highland Park, Ill. A brother, former Orpheum manager, Omaha, survives. . . . W. E. Roberts, Bell and Howell executive vice-president, announced the promotions of George L. Oakley to manager, professional equipment division, and Everett F. Wagner to general superintendent of manufacturing.

Count Leonardo Bonzi, Italian adventurer-explorer and producer of the prize winning color documentary, "Green Magic," an IFE release, attended a luncheon in his honor at the Pump Room of the Ambassador East Hotel. He was in in conjunction with the midwest premiere of the film at the World Playhouse, and met the film critics, newspaper columnists, local Brazilian, Bolivian, and Peruvian Counsuls, officers of the Chicago Adventurer's Club, and made several radio and TV appearances.

Theatremen made contributions and gave aid to the 11th annual Purple Hearts Cruise lake cruise on the North American for 500 vets from seven regional hospitals. . . . Wally Doroff was appointed RKO salesman.

Bruce Trinz, Clark general manager, stamps passes with a sense of humor, "So that this won't be a total loss, please buy a box of popcorn." . . . Columnist Irv Kupcinet, popular among theatremen, received a merit award from B'nai B'rith's Anti-Defamation League. . . . A sight to behold was teen-agers dancing in the aisles of the Woods to the "rock 'n' roll" music of "Blackboard Jungle." . . . Popcorn that brought but 58 cents a bushel on Illinois farms in 1914 now costs $1.37, according to the latest report of the Cooperative Crop Reporting Service.

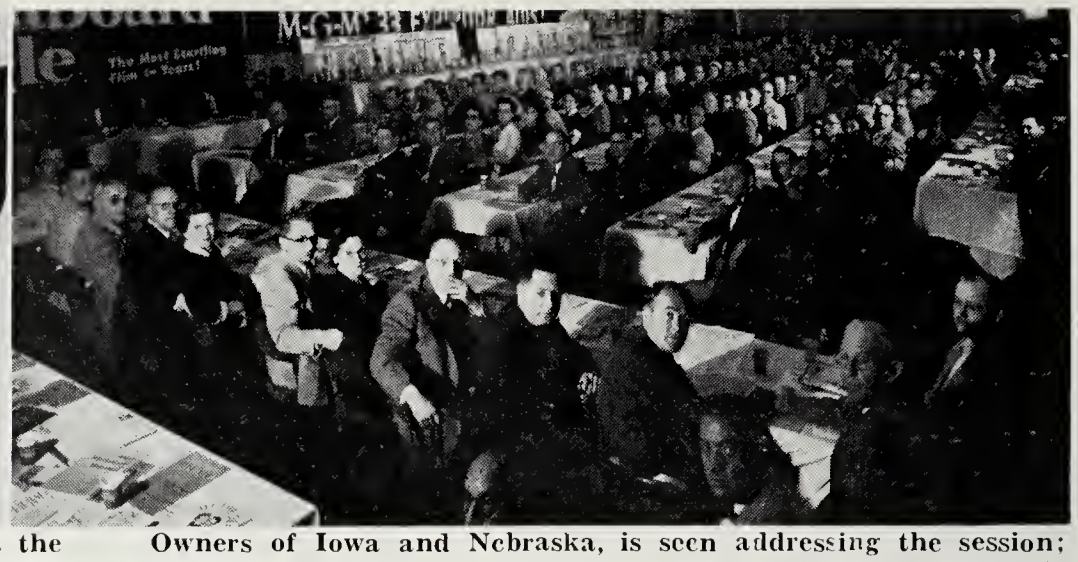
Albert N. A. Berg, 75, decorator for 50 years, who had embellished theatres, died, leaving his widow, three sons, two daughters, 10 grandchildren, and one great grandchild.

Dallas

Miss Laura Knopp, assistant manager, River Oaks, was elected president, Women of the Motion Picture Industry of Houston, at an organizational meeting held at the Sakowitz Sky Terrace. Other officers are Mrs. Ethel Kirby, Bluebonnet Express, first vice-president; Mrs. Kent McGuire, Southwestern Theatre Equipment Company, second vice-president; Miss Janice Thompson, Columbia, secretary, and Miss Rose Canter, G. A. White Express, treasurer. Mrs. Grace D. Folsom, Dallas, national chairman of WOMPI extension, was present to help organize the club, the eighth to be organized.

Denver

The convention of Allied Rocky Mountain Independent Theatres in Denver passed resolutions asking that toll television be denied rights to the airways, claiming it would drive many theatres out of business that are now making a little money. They also asked the presidents of film companies to reconsider their refusal to attend a top level round table with heads of Allied and TOA. Bennie Berger, Central Allied president, and Reuben Shor, Allied States president, were present and talked on industry problems, labeling high film rentals perhaps the most acute, especially when it applies to the smaller situations. They urged a different sales policy for the smaller spots so that they can live and still give the film companies some income. Directors elected include Neil Beezley, Fred Hall, Gus Ibold, J. H. Ashby, Fred Anderson, Lloyd Greve, C. L. McLaughlin, Don Monson, James Peterson, J. K. Powell, W. A. Simon and Tom Smiley, for Colorado; Miss Marie Goodhand, Robert Kehr, Dr. F. E. Rider and Dorrance Schmidt, for Nebraska; Burl E. Lingle, and John C. Wood, for New Mexico, and Richard H. Bennett and Lloyd Kerby for Wyoming. The day closed with a dinner dance.



MGM's 18th Ticket Selling Workshop was held recently at the Savery Hotel, Des Moines, with 276 theatre owners in attendance. Al Myrick, left, president, Allied Independent Theatre Owners of Iowa and Nebraska, is seen addressing the session; while, on the right, is an over all picture of the enthusiastic meeting.

The directors of the Allied Rocky Mountain Independent Theatres elected Neil Beezley as national director; James Peterson, president; Tom Smiley, vice-president; Fred Hall, secretary; Gus Ibold, treasurer, and Joe Ashby, general manager. They also named an advisory committee that will concern itself mainly with intra-organization matters. Members are Beezley, Smiley, J. K. Powell, Robert Kehr and C. L. McLaughlin. The directors also passed a resolution condemning the sales practices of Beuna Vista.

Edward J. Malep, owner, Gem, was successful in his bid for reelection to the city council. . . . Howard Banzhaf, projectionist, Tabor, was one of the two high men in his district, and since neither received a majority, they face a runoff election June 21. . . . The home of Frank Betrolero, manager, Homestake, Lead, S. D., was a total loss by fire late one night. All the Bertoleros saved were the clothes they had on, and their car. . . . Twenty-nine girls from Film Row met at a luncheon and put in motion a plan to organize a chapter here of the Women of the Motion Picture Industry. . . . Miss Mary Williams, secretary, Atlas Theatres, and George Warren, were married. She is succeeded at Atlas by Celia Encinis.

Earl Jameson, Sr., Kansas City, owner, Denver Shipping and Inspection Bureau, was in Denver conferring with Lynn Fetz, manager. While he was here Republic turned over shipping and inspection problems to the Bureau. Don Spaulding, Republic shipper, also moved to Denver Shipping, succeeding Nick Chaponi, who quit to open a restaurant. . . . Leah Higgins, Republic inspectress, moved over to Columbia. . . . George McCool, office manager, United Artists, and Valborg H. Anderson, were married. . . . Southwestern Film Service was forced to make detours of 300 miles to deliver some film, because of floods. We don't know if any heroism was involved, but the incident brings to mind the self-dedication of the U. S. Postal Service.

Des Moines

Gene Bradley leased the Dows, Dows, Ia., and reopened the house which was shuttered for several months. . . . Lewis Lebovitz closed the Iowa, Madrid, Ia., for lack of business. Equipment will be shipped to Onawa, where it will be used at a drive-in. . . . The Corral Drive-In, Perry, Ia., literally got a wagon load of customers at a recent buck night. A total of 30 young people arrived on a hayrack and got in for a dollar. Carl Schwanebeck, manager, simply waved in the group of Rippe high school students on it when they decided to stop to see the show. . . . Hal Barnes, Central States, appeared on the MGM workshop held in Atlanta. His topic was "Building of Public Relations." . . . Myron Blank, head, Central States, and his wife have returned from a trip to the Broadmoor Hotel, Colorado Springs, Colo.

Los Angeles

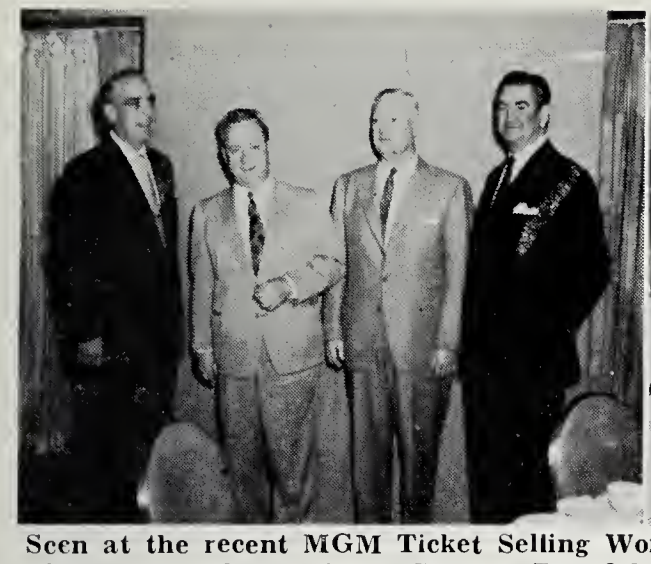
Paramount's multiple first-run releasing plan in the metropolitan area, which the company pioneered and developed three years ago, is being expanded to take in 10 districts instead of the usual seven. The plans' extension started with "The Far Horizons." This multiple booking gave "The Far Horizons" a seating capacity of almost 27,000, the largest for any Paramount simultaneous first-run in any metropolitan area. The theatres are the Orpheum, downtown; Vogue, Hollywood; Picwood, West Los Angeles, and Crown, Pasadena, plus six drive-ins, including the Rosecrans, Century, Pickwick, Whittier, El Monte, and Van Nuys.

Attorney Ezra Stern and Mrs. Stern are enjoying a two weeks rest in the Hawaiian Islands, guests of showman Kroger Babb and Hallmark Productions, Inc. Stern was chairman of the recent Variety Clubs International convention, being chief barker of tent 25. He needs a rest, no doubt, and we are wishing them a good vacation in the Pacific.

Milwaukee

Joe Imhoff, United Artists, is to be congratulated, as his exchange received third place in their zone for the 26 weeks Bob Benjamin Drive. . . . Mrs. W. Bucholtz, Trenary, Mich., is now operating the B and D Drive-In, Rapid River, Mich. . . . The Milwaukee Better Films Council named Erv Clumb, manager, Riverside, as the personality of the month.

MGM's 19th Ticket Selling Workshop, recently held in Billings, Mont., drew 134 theatremen from the area, who turned out to hear panelists discuss ways and means to improve business by taking advantage of actual campaigns and promotion as developed by the speakers. Shown, left to right, are Carl Anderson, Anderson Theatres, Kalispell, Mont., and president, Montana Theatre Owners Association at Billings, Mont.; Ed Thorne, city manager, Cooper Foundation Theatres, Oklahoma City; Albert Genaske, MGM branch manager; and Louis Litchinsky, salesman, MGM's Calgary, Canada, office; and Charles Stoflet, MGM sales representative for the Dakotas-Minnesota territory; Clarence Boulet, sales representative for Montana; Carl P. Nedley, Salt Lake City branch manager; Stan Ennis, Salt Lake City sales representative; John R. Moore, sales representative from Salt Lake City; and Jerry Banta, sales representative, Denver MGM branch.



Seen at the recent MGM Ticket Selling Workshop in Oklahoma City were, left to right, Charles Bourdelais, national theatre and entertainment representative, Coca-Cola Company, Atlanta; Rube Shor, president, Allied States Association; William Crowe, Coca-Cola representative in Denver; John S. Allen, southwestern division sales manager, MGM; George J. Fisher, Oklahoma City MGM branch manager; and Mrs. Ruth Borum, Earth, Earth, Tex.; Mrs. Ceal Carlile, Carlile, Demmitt, Tex.; Mrs. Roy Pyburn, Del Drive-In, Oklahoma City, and Miss Billie Williams, N.W. Highway Drive-In, Oklahoma City.

Fred Minor, pioneer theatre owner in northern Wisconsin, has sold his theatres in Rice Lake and Ladysmith, Wis. . . . Nat Marcus, former manager, Warners, and now manager, Warners Buffalo exchange, is now a grandfarther. His daughter gave birth to a son, Lee Moss Kutner. . . . CinemaScope equipment was installed in the following state theatres, Hill, Hillsboro; Welcome, Cashton; Electric, Soldier's Grove; and Kewaskum, Kewaskum.

The See-More, Seymour, Wis., is closed during alterations. . . . "The Blackboard Jungle," which opened at the Towne, was held up owing to Milwaukee Motion Picture Commission requesting four slight changes. . . . Ray Wincher, Sparta, Sparta, Wis., was a visitor on the Row, booking for Sparta Theatres and the drive-in there.

Joseph B. Cullen, one of the pioneer area exhibitors, died at 82. He formerly operated the Jackson, now operated by the Fox Circuit, and built the Ogden and leased same several years ago to Fred Krueger, who also runs the Rainbow. . . . Firemen were called to rescue Henry Claudius, electrician, who collapsed while working atop of the marquee of Fox's Palace. . . . Harris G. Phillips, 66, stage manager here when vaudeville was popular at the Majestic and Palace, died. He was a member of IATSE local 18.

Minneapolis

The new Lucky Twin Drive-In, one of the first to be built in the metropolitan Twin Cities area in several years, opened for business June 4. Estimated to cost $750,000, the theatre is located in suburban Burnsville township across the Minnesota river on a 74-acre site. Officers of the theatre corporation are A. L. Aved, Aved Theatre Service, Minneapolis; John F. Cedarberg, Cedarberg Manufacturing Company, Inc., vice-president, and Claude J. Dickinson, Aved firm, secretary and treasurer. The drive-in will have two screens and the first four-track stereophonic sound system in a drive-in. The theatre will be located in a rapidly growing residential area where several large housing developments are under construction. A central concessions building will house two cafeterias, one for each screen area. The screens will be 64 feet high and 128 feet wide. Each screen, located at opposite ends of the tract, will serve 1,000 cars.

Leo Aved, owner, neighborhood Empress and the suburban Navarre, Lake Minnetonka, Minn., is seeking a drive-in license at Coon Rapids, about 10 miles north of Minneapolis on the Mississippi River. Leo is a brother of A. L. Aved. . . . Work has begun on the remodeling and redecorating of the office of former MGM branch manager, W. H. Workman, at the MGM exchange. Office will be used by Ralph Maw, MGM district manager. . . . M. A. Levy, 20th-Fox midwest district manager, was in Kansas City on routine business. . . . Cal Heath, U-I assistant shipper, and Florence Harris, U-I cashier, vacationed at home.

MGM office staff had its annual picnic at Hidden Valley. . . . National Screen Service also had a picnic at Como Park, St. Paul. . . . Unusually nice weather and lack of good product were attributed to the slow business in the Minneapolis loop last fortnight. . . . Need for more research and study facilities at the Variety heart hospital on the University of Minnesota campus has brought a pledge from the Variety Club of the Northwest for immediate construction of an additional floor to the present structure to cost $247,000. Arthur W. Anderson, chairman of the Variety heart hospital committee and district manager, Warners, will be general chairman of the August campaign for funds to complete the addition to the hospital.

Falls, Black River Falls, Wis., served coffee and doughnuts to patrons as part of the observance of "Go to the Movies Month." . . . Grand, Parshall, N. D., has installed new seating. . . . A recent free show for kids at the Royal, LeMars, Iowa, was so popular that the management was forced to run two shows to handle all comers. . . . Mrs. Lorraine Tokheim manager, Colman, Colman, S. D., was the bride of Don Darnell, Carroll, Iowa.

Oklahoma City

Don Cole, Bison, Buffalo, Okla., is out of the hospital after having spent several days in traction, due to two vertebras rubbing together in his neck. . . . Mrs. Kinsel Tucker sold the Sunset Drive-In, Wilburton, Okla., to the K. Lee Williams Theatres of DeQueen, Ark. . . . The name of the Cyril, Cyril, Okla., was changed to the Gusher. . . . Mrs. Velora Bonner closed the Aline, Aline, Okla., temporarily.

The wife of Tom Kelly, Video Independent Theatres, is in Wesley Hospital for major surgery. . . . Mrs. Mary Rucker, wife of S. B. Rucker, cashier, Paramount, is now convalescing at home after an appendectomy.

Portland

One hundred members of the Oregon Theatre Owners Association met at the Benson Hotel for the second of a series of meetings being conducted by TOA affiliated units. Alfred Starr discussed toll television, Exhibitors' Film Financial Group, and the critical situation brought on by the film distributors' failure to recognize the general plight of theatres. Portland representatives of press, TV and radio attended the portion of the meeting devoted to toll-TV, and their immediate reaction was excellent. Several articles appeared immediately endorsing the stand taken by the Organizations for Free TV, with one of the largest dailies completely reversing its previous stand. Albert F. Forman of Portland, President of the Oregon Group, presided.

St. Louis

James H. Arthur, president, Fanchon and Marco Service Corporation, asked support in the fight against toll-TV in a talk to the members of the Better Films Council of Greater St. Louis, Inc., at a luncheon meeting in the Sheraton Hotel in connection with the celebration of the 25th anniversary of the Council and the installation of its 1955-56 officers. Mrs. Arretus Franklin Burt, founder and honorary president, was especially honored at the luncheon meeting by the presentation of a pageant depicting the highlights of the founding of the first Better Film Council at her home on Oct. 6, 1929. The pageant text had been prepared by Mrs. Gustav F. Goetsch, retiring president, who also designed the emblem of the Federation of Motion Picture Councils, Inc., which held its first national meeting at Cleveland last month.

In Canton, Mo., the 500-seat Canton has been sold by William Collins, DeSoto, Mo., to Lawrence J. Walter, South Dakota. Walter will also take over the lease of R. L. Adkins, who has been operating the theatre. Walter plans to take over the management on June 1.

In Bridgeport, Ill., the Allison Drive-In recently switched its program schedule to

daylight saving time because of the large patronage from Indiana that use the fast time. The shows continue to start at dusk but the main feature is shown first instead of after the intermission. Lester Lucas manages the drive-in.

The Town Hall, Hardin, Ill., operated by Mr. and Mrs. Earl Vaughn, recently installed a wide-screen and CinemaScope lenses, etc. . . . Rodgers Theatres, Inc., Cairo, Ill., has installed CinemaScope in the Criterion, Poplar Bluff, Mo., and the Rodger Theatre, Carbondale, Ill. . . . Clarence Kaimann, St. Louis, Mo., has provided CinemaScope facilities for the O'Fallon, the Baden, the Salisbury, and the Plaza. Other new St. Louis installations are Pauline, owned by Arthur Kalbfeld, and the Bremen, operated by William Kaimann, a nephew of Clarance Kaimann. . . . The Bloomer Amusement Company, Belleville, Ill., is installing CinemaScope facilities at their Starlight Drive-In, Alton, Ill., and have made equipment purchases through the St. Louis branch of National Theatre Supply.

In Quincy, Ill., the Glen, 400-seater, unit of the Dickinson Operating Company, Inc., is being closed for the summer months due to the usual hot weather slump in these parts.

Dave Arthur, head, booking department, Fanchon and Marco-St. Louis Amusement Company, and chief barker, St. Louis Variety Club, has returned from the west coast. . . . A. J. (Bill) Williams, Union, Mo., who appeared on the panel for MGM's Workshop at Atlanta, will be in Santa Fe, N. M., June 14, and will thus miss attending the visit of the officers and directors of the Missouri-Illinois Theatre Owners to the home of State Senator Ed Long and Mrs. Long at Clarksville, Mo., on that date. Senator Long owns the Orpheum, Elsberry, Mo., and the Trojan, Trop, Mo. He is a director of MITO.

Mr. and Mrs. Fred Joseph have announced that their daughter, Sallie, will be married June 10 to Ensign Ronald Walter Payne. Joseph, a member of the Variety Club, is attorney for a number of theatres in the area. He has also been very helpful to the industry on legislative matters. . . . Barney Balaban, president, Paramount; John Balaban, president, Balaban and Katz Corporation, Chicago, and Harry Balban, president, Hand E. Balaban Corporation, Chicago, were in St. Louis for the wedding of their nephew, Herbert Balaban Carp, to Miss Nedra Worthen, Kirkwood, Mo.

Mrs. Larry Spaulding, Flora, Ill., is making a nice recovery at home after her recent operation at DePaul Hospital. . . . Mr. and Mrs. Robert Johnson, Fairfield, Ill., plan to motor to West Point to attend the graduation from that famed military academy of his brother in June. . . . Merle D. Stewardson, Kay Drive-In, Shelbyville, Ill., is enjoying a fishing trip.

Don Davis, theatre department, RCA, Kansas City, stopped off en route to Camden, N. J., for a company meeting. He called on Arch Hosier, St. Louis Theatre Supply Company. . . . Harry R. Davis, Chicago, has inherited a half-interest in the Majestic building, which includes the 1800-seat Majestic Theatre, a unit of the Publix Great States Circuit. . . . The Volunteer Film Association provided 3422 motion picture shows for shut-ins in St. Louis last year, it was revealed at the organizations's annual meeting at Grace Methodist Church.

Considerably less than half the seats in the 3,200-seat Loew's State were occupied by cash customers during the telecast of the Rocky Marciano and Don Cockell world's championship heavyweight bout. The admission prices were $3.50 and $4.

San Antonio

Maxine Cooper, who plays secretary Velda to Mike Hammer in "Kiss Me Deadly," was a visitor here last week. With her was Elyse Novy who plugged the film "My Gun Is Quick," the next Spillane film in which she will have a role. . . . Tom Sumners, head, Tom Sumners Theatres, has donated some 200 passes to his theatres here to winners in the forthcoming Soapbox Derby. . . . A 20 year old parking lot attendant was handed a five year suspended sentence after he admitted trying to rob Kathryn De Sold, cashier at the Texas. . . . Eph Charninsky, head, Southern Theatres Company, made a brief trip to Dallas for booking.

A crew of 25, members of Stuart Reynolds Productions, Los Angeles, are here at Lackland Air Force Base filming the first of a TV series entitled "Skip Taylor, United States Air Force." . . . An angry local minister voiced his objections to three "adult only" movies being shown here. The Reverend J. T. Morrow, an adviser to the Motion Picture Reviewing Board of the Councils of Churches, decried the showing of "Garden Of Eden" at the Texas and the twin bill of "Violated" and "Miss Body Beautiful" at the Empire. The minister has called on the city's vice squad to check the films for an official opinion by the police department. The vice squad objected to the pictures of nude women in the marquee. The vice squad head said that he was following a "hands off" policy unless the film in question is "downright lewd" or unless the Chief of Police orders police intervention. Tommie Powers, manager, Texas, said that "Garden Of Eden" was attracting more movie goers than any recent film at the Texas. George Kaczman, manager, Empire, claimed movies like the two showing at his theare are an economic must in the movie industry from time to time. "We get class A movies here and we can't even meet expenses. This is the kind of thing that movie goers want every once in a while," said Kaczmar.

Lee J. Cobb was hospitalized in Houston, Tex., with a heart ailment. He suffered a heart attack while there on location for Columbia's "The Houston Story." . . . The concession stand and storeroom at the Bordertown, at El Paso, Tex., was destroyed by fire recently. No estimate was made of the damage. . . . The Colonial Drive-In, which has been closed since last June at Denton, Tex., has been reopened under the management of Deb Reynolds, film booker, from Dallas. The Colonial was built about six years ago by Mr. and Mrs. George Franklin. Reynolds leased the Colonial from Mrs. Franklin. . . . George Glover, manager, Starlite Drive-In, Tyler, Tex., has announced the installation of CinemaScope equipment.

The Liberty, Joy, Palace, and Harlem, indoor theatres, and the Rose Garden Drive-In, all at Tyler, Tex., operated by the S. G. Fry Circuit, have installed CinemaScope equipment. . . . George M. Hight has recently purchased the Linda, Whitewright, Tex., which he formerly operated and sold in 1950. Purchase was made from Frank Gillispie. . . . H. F. Donaldson has announced the installation of CinemaScope at the Palace, Sterling City, Tex. . . . Part of the walls of the Seventh Street, Fort Worth, Tex., had to be knocked out in order to get a wide-screen into the theatre for the showing of CinemaScope.

Maryon Hudgings, manager, Majestic, Abilene, Tex., has reported the installation of a new screen which is equipped to show wide-screen processes. . . . F. Thomas Murray is seeking a suitable site for a proposed U-I exchange which would also house offices of three other major film companies. At present work is underway on a new building for the local 20th-Fox exchange and one for Columbia. . . . CinemaScope has been installed at the Alto, operated by C. L. Smith, Alto, Tex. . . . Neon tubing on the front of the West Drive-In screen in West, Tex., was totally ruined in a recent hail storm. The loss was estimated at $800 and was not covered by insurance.

Seattle

The board of Theatre Owners of Washington, Northern Idaho and Alaska met with Alfred Starr and passed two resolutions of support for the actions and policies of TOA. The first was an expression of confidence in TOA leadership and complete approval of the efforts that they are making to solve industry problems. The second provided for the immediate creation of a local action committee prepared to implement immediately any remedial program that may be recommended by the officers of TOA. The first project of this committee will be theatre-by-theatre contact on behalf of E.F.F.G. Starr outlined in detail the activities of Organizations for Free-TV and the tremendous job that has been accomplished in alerting the general public to the menace of slot machine TV. Joseph J. Rosenfield, Spokane, Wash., presided, and also made an eloquent plea for the support of Exhibitor's Film Financial group. Altogether, it has been gratifying to find so many exhibition groups endorsing action against the toll plan.

The publisher and staff of MOTION PICTURE EXHIBITOR deeply appreciate the many expressions of sympathy extended upon the passing of Herbert M. Miller, who had been editor for over 25 years.

NEWS OF THE Territory

Boston Crosstown

The gates of the new Tri-Town Drive-In, Lunenberg, were formally opened by the owners, Fred Fedeli and his son, Edwin. This is the first drive-in to be operated by the Fedelis, who own the Rialto, Worcester. The theatre attracted a crowd of 650 cars on the opening night. The entire project was engineered, designed, and supervised by Richard Rubin, local drive-in builder. The flat screen, slightly tilted, was built on the premises, is 116 feet wide, and can show CinemaScope films. The concession building has four identical lanes and serves all the popular foodstuffs, including the 60-cent Family Style pizza pies, hamburgers, hot dogs, French fries, shrimp rolls, popcorn, a variety of ice creams and hot and cold drinks. The Tri-Town has a drawing population of about 100,000 persons. Among the many Boston industryites who journeyed the 45 miles to Lunenberg to wish the Fedelis success were Harry Germaine, Price Premium; Joe Schmuck, Drive-In Theatre Associates of New England, Inc.; Joe Rahilly, MGM salesman; Bill Kumins, Warners manager, and others. Ernie Comi, general manager, Capitol Theatre Supply, was present, as was Charlie Fish, chief engineer for the company who supervised the installation of the RCA projectors in the booth. The Lowe brothers, Junior and Phil, Theatre Candy Company, who designed and equipped the concession building, were busily engaged in training the help and putting things in order for the big intermission break. Neil Barbarrie, chief engineer, RCA, was also on hand. The chief projectionist is Paul A. Lakutis.

The board of selectmen of Winthrop, Mass., has refused to license MGM's "Blackboard Jungle" to the Winthrop, owned by the Snider circuit. The film was booked and advertised to be shown on May 20-21. In explaining the reasons, the board stated that they had received several telephone calls from parents who objected to the showing of the film on a weekend when many youngsters would view it on the grounds that it might have a detrimental effect on juveniles. Officials of the circuit asked for and received an opportunity to address the three-man board at a special meeting on May 19. Larry Herman, general manager of the circuit, and his attorney, Meyer Israel, argued that the film has a PCA seal, it is rated in Legion of Decency class B, and that it had played in all the surrounding towns and cities, including drive-ins. They also maintained that it is against the First and 14th amendments to arbitrarily refuse to grant the license. The board stated that it was told that the Reverend William C. Bruckhart urged parishioners of the St. John Evangelist Catholic Church not to see the film or let their children see it. In

Al Levy, who recently became 20th-Fox branch manager in Boston, came in from Pittsburgh, where he had been branch manager for a number of years. He started with the company in 1928.

place of "Blackboard Jungle," the Snider Circuit substituted "The Wild One" to play with "The Far Country." It is undecided at this time whether any further legal action will be taken on the decision of the board, although attorneys for MGM are looking into the matter.

Edward Lider, Nathan Yamins, Carl Goldman, Leslie Bendslev, and Melvin Safner took in the important Allied board meeting in New York, May 23-25. In his new capacity as executive secretary, Independent Exhibitors, Inc., of New England, Goldman attended his first Allied board meeting. He was carrying his new leather brief case, a gift from the staff at Affiliated Theatres Corporation, when he resigned last month to take over the post at IENE. . . . Edward Canter, who was hospitalized due to a kidney condition, is now at home. After various tests, the doctors decided against operating. He is expected back in his office at American Theatres Corporation, where he is treasurer, in another week or two. . . . Mr. and Mrs. Harry Zeitz, New Bedford, Mass., are celebrating their 35th wedding anniversary.

John J. Scully paid his first visit to the district since his resignation as district manager, U-I, a year ago and was greeted by his many friends. . . . Warners held a trade and press screening of "Mr. Roberts" at the Fenway, the largest and most enthusiastic of the week, while 20th-Fox trade-sreened "Soldier Of Fortune" at the Little, well attended by exhibitors.

William Graham, recently appointed office manager, 20th-Fox in Boston, started with the company in 1942 in the cashier's department in Cincinnati, was promoted to the Buffalo branch as office manager in 1944, and comes to New England from the latter post.

A capacity crowd is expected at the Imperial Ballroom of the Hotel Statler on June 20 when the Varicty Club of New England presents the Great Heart Award to Rudolph F. King, Massachusetts Registrar of Motor Vehicles and treasurer, Children's Cancer Research Foundation. Walter A. Brown, chief barker, Variety Club of New England, said that dignitaries from the judicial, political, automobile, and insurance world will mingle with people in the motion picture industry to pay tribute to King, who has distinguished himself so commendably as chairman and treasurer of the motion picture industry's Jimmy Fund. International Variety officers attending will be George Hoover, chief barker, and Edward Emanuel, property master.

Major Louis Osborne has informed the Variety Club of New England that the proceeds of a dance to be held in observance of Armed Forces Day will be turned over to the Variety Club's Jimmy Fund.

A breakdown of last year's individual theatre Jimmie Fund returns has been sent to each theatre throughout New England by Theodore Fleisher. Fleisher again joins with William Koster in extending their wholehearted thanks and appreciation to every individual in the theatre industry throughout New England for their wonderful cooperation.

The engagement has been announced of Elizabeth Stoddard, daughter of the Chester Stoddards, Marblehead, Mass., to Paul Sutton, Burlington, Vt. Chester Stoddard is a district manager for New England Theatres, Inc. . . . Mrs. Jeanne Stowell Good is engaged to marry Frederick M. Tuton, Jr. She is the widow of John Good, Paramount booker in Boston, who later was a salesman in the Buffalo exchange.

The Weymouth, Mass., Drive-In, the third oldest in the nation, opened for the season after extensive renovations. Operated by American Theatres Corporation, this ozoner suffered severe damage last September during hurricane Edna when the screen and tower were completely demolished. With a new CinemaScope screen and with Morris Straletsky returning as manager, the theatre reopened amid fanfare for the current season.

Joe Foley, former manager, Shea Circuit's Palace, Manchester, N. H., has been appointed manager, Nashoba Drive-In, Boxboro, Mass., by the new owner, Joseph E. Levine. Foley is replacing Donald Sweenie, who resigned to enter another field of business. . . . An attractive oil painting, the work of Sherburne Graves, manager, Interstate's Plymouth, Plymouth, N. H., has been accepted in the Jordan Marsh Company's spring art festival and is on display in the exhibition.

Michael Redstone and his son, Edward, Redstone Drive-In Theatres, attended the opening of their huge new ozoner, the Newark Drive-In, Newark, N. J. . . . Mrs. Cora E. McKay, widow of Thomas

Representing 186 years of service for MGM at the New Haven branch are these seven employees who were tendered a luncheon recently at Kaysay's Restaurant, New Haven, to celebrate the occasion. From left to right are Gerry Flood, secretary to the branch manager; Mary Worstell, booker; Leon Jakubson, office manager; Molly Smith, assistant cashier; Herman Miller, cashier; Alba Giannotti, head inspectress; and Phil Gravitz, resident manager. All have been with the company for over 25 years.

McKay, died at the Rutland, Vt., hospital. She was a partner with New England Theatres, Inc., in the Paramount, Rutland.

After 35 years service in the MGM sales department, Harry Worden has retired, effective May 21. For 30 years he has been a salesman in the New England territory where he has made a host of friends. He has covered every state and nook and cranny in this area. After a vacation with Mrs. Worden, Harry claims he is to remain in show business. He started in the industry with the old General Film Company and for a time sold film for Goldwyn Pictures. He was hired by Marcus Loew, himself, in 1920 when he joined Loew's, Inc. An old vaudevillian, he has been in skits with Jack Benny, Will Rogers, Chic Sale, Burns and Allen, and many others. He and Mrs. Worden have two daughters and five grandchildren.

Jack Markle, Columbia publicist, effected an unusual tie-in in the classified section of The Boston Post with the Columbia feature "Five Against The House," playing the Pilgrim. Each day in the classified ad section of the Post there appeared 10 names and addresses taken at random from the telephone book. The lucky ones mentioned were entitled to free passes. The Post ran an eight-column streamer each day heading the ad section which mentioned the contest, the name of the film, the name of the theatre, and a two-column still from the film. Also, the Post used a two-column box stating the rules of the contest. The plug ran one week in advance of the playdate with different names each day, resulting in excellent boxoffice.

Arthur Stein has been promoted to district manager for all the Levine-Yanofsky drive-ins by president Joseph E. Levine. Stein has been connected with the circuit since 1948. In 1951 he opened the Round Hill Drive-In, Springfield, Mass., which he has managed ever since. In his new post he is the district manager, Round Hill Drive-In; Sundown, Westfield; Nashoba, Boxboro, and Hadley, Hadley, all in Massachusetts. . . . George Carter, manager, Strand, Woburn, Mass., for Stanley Warner Theatres, has returned to his job after a month's illness.

Joe Jarvis, Gilbert Stuart, Riverside, R. I., was chosen by Mike Simons of MGM to speak at several of the MGM Workshop exhibitor meetings. A comparative newcomer to the industry, Jarvis has been operating the theatre for the past two years. His subject was exploitation for theatres in a small town.

Mack G. Paul, co-owner, Major Theatre Equipment Company, formerly Joe Cifre, Inc., was married to Marilyn Bloom, Mattapan, at the Hotel Fensgate. After a wedding trip to Havana, Washington, and Florida they will make their home in Mattapan. While in Florida they will visit Joe Cifre, who has retired and is living in Coral Gables with his family. . . . Al Swerdlove, Filmakers, Inc., says that the company is readying four new action films for forthcoming release.

New Haven

Crosstown

Franklin Ferguson at the Whalley used some "scary" type ads for "The Black Castle." . . . Davy Crockett, impersonated by Jim Paul, was an extra-special in-person attraction at the Dixwell, and also at the Rivoli, West Haven, on the same

A special two-hour tribute to Warners' "Strange Lady In Town" and other theme melodies of the company's pictures was recently accorded by Boston radio station WORL, which also honored Warners' Norman Moray and his 25th anniversary being celebrated this month. Left to right are Norm Allen, WORL radio character known as "Mervin Mouse"; Art Moger, Warners' New England field representative; Ruth Shapiro, representing Frankie Laine, who recorded the melody of "Strange Lady In Town"; and Norm Tulin, WORL ace disc jockey.

day. . . . Whalley had a benefit show for Sun Nite Club. . . . As a tieup for "Strategic Air Command," Paramount inserted a special "Open House" Armed Forces ad, giving the Westover Air Force Base, Chicopee, Mass., as the Air Force location. . . . "Soldiers Of Fortune" was getting bally buildup at Loew's Poli with manager Morris Rosenthal and assistant, John Young, placing angles.

Meadow Street

Friends of Larry Lapidus and Elmer Hirst, Stanley Warner booking department, gathered at the Waverly Inn, Cheshire, recently to give them a farewell testimonial affair. Lapidus leaves the circuit to join a New Jersey drive-in group. Hirst has been transferred to the Stanley Warner Circuit working out of Philadelphia. James Totman, assistant zone manager, SW, was the toastmaster for the affair, and Francis T. Flood, New Haven SW zone office, made the presentations of gifts to the pair of honored guests. Harry Kaplowitz, from the Philly SW office, has been transferred to the New Haven Stanley Warner office to fill the vacancy in the booking and buying department. . . . In town recently were Jud Parker and John B. Curtin, Republic; Sam Scletsky, Phil Smith Theatres; Herb Schaefer, Buena Vista.

U-I salesman Ray Squer is planning a July wedding and may go to Bermuda for his honeymoon. . . . Condolences were in order to George Somma, Republic branch manager, on the recent death of his mother, Mrs. Santa De Ponte Somma. Also to Dom Somma, former 20th-Fox employee. . . . A surprise visitor among the exhibitors who saw "Mr. Roberts" at a special screening at the Roger Sherman, New Haven, was Colleen Moore, remembered for her film roles a few years back. She was the guest of Mary Jane Fox, Strand, Mystic, who came in to see the Warners film. . . . United Artists did a good job in booking the Rocky Marciano fight pictures.

Returned from vacation was Carmel Cavuoti, United Artists. . . . Delores Travers, UA, left on her vacation on May 30. . . . Peter Bradley, Warners, returned from his vacation. . . . Al Parizer, Warners, has resigned. . . . Bill Hobach is the new booking department replacement. . . . Anthony Lombardi, son of Angelo Lombardi, Warners salesman, is playing first string catcher with the Hamden High School baseball team and will play in the Citywide League when the scholastic schedule is completed. . . . Congratulations were in order to manager Murray Reider and Mrs. Reider, Community, Fairfield, Conn., on their wedding anniversary.

State, Hartford, closed for the season. It presented vaudeville during the winter season. . . . Elks benefit theatre party was scheduled for the State, Manchester. . . . Allied Artists exchange is bedecked in new green and white paint. . . . Middletown Drive-In was scheduled to open May 25, with accommodations for 875 cars. . . . Branford, Branford, gave little editorial about New Haven's Ernest Borg-

nine when publicizing "Violent Saturday." . . . Capitol, East Haven, had special kids show featuring Disney cartoons.

Circuits
Loew Poli

Bob Carney had a special "Barbara Hylands Dance Revue" at the Poli, Waterbury, Conn. . . . Publicity director Lou Brown was in Springfield, Mass.

Connecticut
Hartford

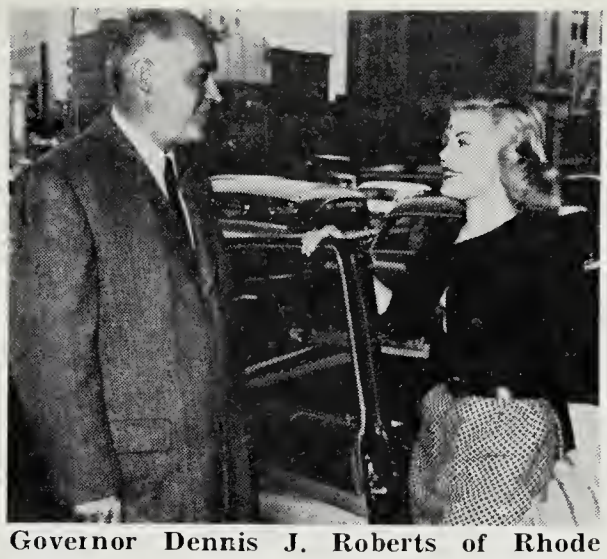
Ray McNamara, Allyn, promoted "Strategic Air Command" and "To Paris With Love" newspaper contests. For "SAC," he offered model airplane kits and theatre passes to writers of first 25 essays on topic, "The Strategic Air Command is important to our nation because . . ." He offered bottles of perfume and theatre passes for first five correct answers to question, "How many pictures has Alec Guinness appeared in?" as part of "To Paris" campaign.

George E. Landers, Hartford division manager, E. M. Loew's Theatres, spotted a pigeonhole parking garage prominently used in Columbia's "Five Against The House," and promptly tied up with the builders of the first such garage erected along the eastern seaboard for newspaper co-op ads. Opening of the garage, in downtown Hartford, happened to follow the picture's opening by three days, and Landers was able to land sizable display boards, etc., at the garage. Landers, meanwhile, is keeping an eye on construction of the circuit's latest project, the $250,000, 500-car capacity Candlelight Drive-In, Bridgeport, Conn. Opening has been changed from early June to approximately July 1.

New screen, measuring 119 feet wide and 44 feet high, has been installed at the E. M. Loew's Hartford Drive-In, Newington, Conn. Former unit measured 72 feet wide and 44 feet high. Ramps have been regraded, and playground equipment increased. Concession building now has a pizza oven. Manager John Silverwatch gave away Davy Crockett fur caps to lucky stub holders during a revival of "Davy Crockett, Indian Scout." The new ozoner, one of the most modern in this area, is looking forward to record summer business in this beautiful region.

Latest development in the long-projected George LeWitt Drive-In for nearby Berlin, Conn., had the State Traffic Commission granting provisional approval of the application to construct an outdoor theatre at the intersetcion of Route 5 and Deming Road. Approval, it was pointed out, is contingent upon LeWitt's compliance with five recommendations made by the Commission concerning traffic conditions in the area.

Mike Adorno, assistant general manager, M and D Theatres, sneak-previewed Republic's "The Eternal Sea" at the Palace, Middletown. . . . The Crown is installing air conditioning. Barbara Nauman is new chief candy girl at the downtown theatre. . . . Mrs. N. J. Lawler, mother of C. J. Lawler, former general manager, Hartford Theatres Circuit, died



Governor Dennis J. Roberts of Rhode Island was on hand recently when Columbia touring star, Cleo Moore, arrived in Providence for the opening of "Women's Prison."

recently. She was the widow of N. J. Lawler, pioneer New England exhibitor. She will be long remembered.

Arthur Alperin, Colonial, Southington, Conn., advertised last week, "Due to an unforseen shortage of the proper film, we are forced to discontinue our new policy of three changes a week. Until further notice, we are returning to our usual two shows a week." . . . Sol Karp, ex-Manchester Drive-In manager, is now selling a wholesale men's jewelry line. . . . Morris Kappner, Burnside, East Hartford, has a new Oldsmobile.

Common Pleas Court Judge John FitzGerald refused to award damages to the Palace, New Britain, Conn., for defacement of its marquee by a truck two years ago. Manager Peter Perakos had filed the suit after the accident back in July, 1953. Judge FitzGerald said the accident was caused by the marquee protruding six inches over the street line due to the street having been widened. It had been hit before.

First transfer of control of a downtown theatre in many months occured May 17, with Bernie Menschell and John Calvocoressci, Community Amusement Corporation, and Manchester Drive-In Theatre Corporation, leasing the 1167-seat Parsons for 10 years from Maurice Greenberg, Hartford. Menschell and Calvocoressci, who filed a certificate of incorporation

John Ford, director, Columbia's "The Long Gray Line," recently received the Gold Medal for 1955 from the Eire Society of Boston at a dinner at the Sheraton Plaza Hotel. Left to right are seen the Most Reverend John Edward Petit, Bishop of Menevia, Wales; Ford; John P. McGrail, who made the presentation; and Paul Tierney, toastmaster.

Seen at the recent opening of the Tri-Town Drive-In, Lunenberg, Mass., are the owners of the 800-car spot, Mr. and Mrs. Fred Fedeli, and their son, Edwin. The Tri-Town is their first ozoner.

with the Secretary of State's office at State Capitol for newly-formed Bercal, Inc., which will operate the Parsons, disclosed that the theatre will have "a mature film policy, augmented by selected stage productions." House will relight June 1, with a Goldwyn revival, "Wuthering Heights." Officers of Bercal, Inc., are Calvocoressci, president and secretary; Menschell, vice-president and treasurer; officers and wives, board of directors.

New Britain

Stanley Warner Theatres has installed an air conditioning system at the downtown Strand.

South Windsor

An eye for showmanship paid off for Teresa Locatelli, manager, East Hartford Family Drive-in, the other night. Noticing a couple with a guitar in their automobile just before performance time, Miss Locatelli invited the two to sing a few songs over the theatre's public address system. Audience reaction was so strong that Miss Locetelli told the Hartford press of plans to construct a small platform in front of the screen, with invitations to sing to be extended to talented patrons.

Massachusetts
Springfield

Albert J. Kendall, formerly of Providence, R. I., is manager, Bijou, replacing Ralph Carenza. . . . Kenneth Graham, former assistant, Capitol, and fill-in manager, Art, is new house manager Loew's Poli. . . . Dave Kane, Columbia's exploitation office, is making the rounds in behalf of "Five Against The House." Dave, once a reporter for now-defunct Springfield Daily Republican, renewed old acquaintanceships of pre-flack days.

Charlie Gaudino used extensive mercantile tie-ins, plus street floats, radio, and other media, to let folks know "The Prodigal" was coming. Floyd Fitzimmons was in from Boston on the same pix. . . . Jean Dubarry, Art, screened "Aida"

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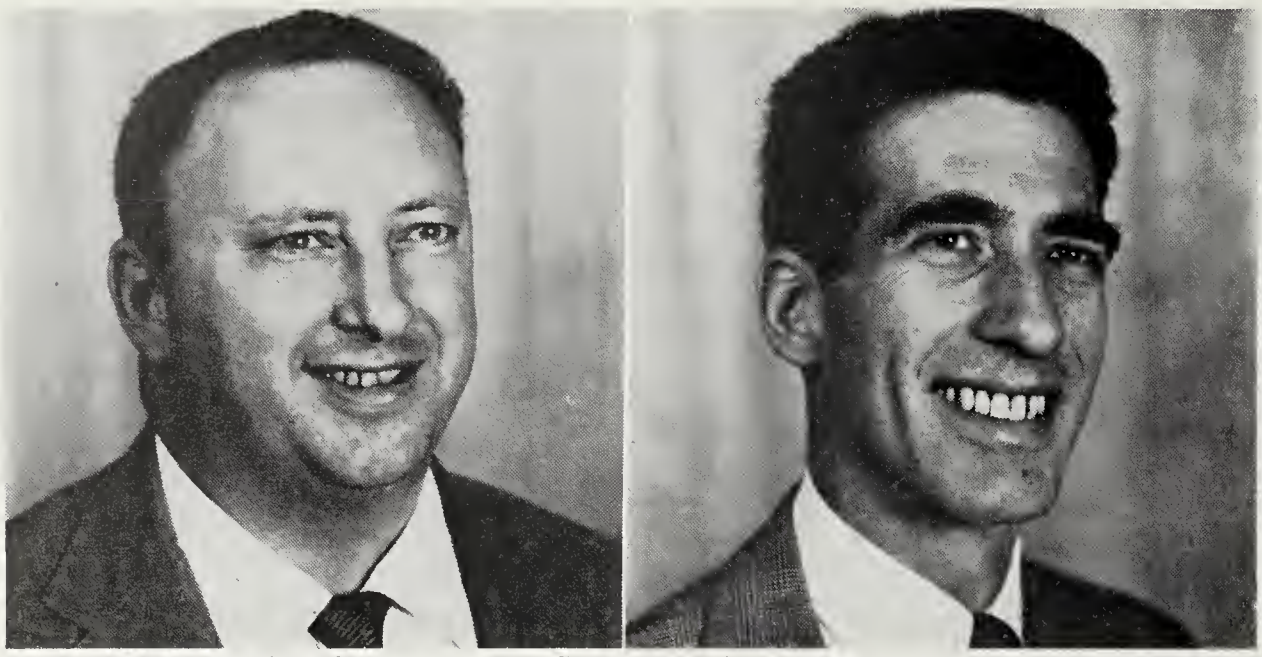

Bernard Menschell, left, and John Calvocoressci, partners, Community Amusement Corporation, and Manchester Drive-In Theatre Corporation, Hartford, Conn., recently took over the Parsons, Hartford, on lease.

for the press and other local interests prior to general run.

New Hampshire

Concord

The New Hampshire House of Representatives has passed and sent to the Senate a bill to establish a uniform fire safety code for public buildings with halls handling 100 or more persons.

Dover

The Strand held a Philco cooking school with a free Philco electric range given away, during a showing of "Mambo."

Manchester

The Variety, here, formerly the Crown, awarded gifts to all boys and girls attending their special Saturday kiddie-matinee recently.

Portsmouth

The Arcadia held a giant May party at a recent Saturday matinee for children. Many extra fun films and free popcorn and candy highlighted the show.

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Rhode Island

Pawtucket

Quick thinking on the part of Harold Lancaster, manager, Strand, and a softly-spoken request that calm prevail, recently averted what might have been a serious situation, as some 500 patrons attending an evening performance remained in their seats as police and theatre attendants searched for a bomb reportedly placed under a seat. The Saturday evening performance was just about getting underway, when a telephone call was received at police headquarters, stating that a bomb had been set in the Strand and was due to go off any minute. A squad of police were rushed to the theatre; nearby policemen were called off their beats; and Lancaster, who was home to supper, was summoned. The grim half hour the police spent peering anxiously under every seat, and into every corner of the theatre had more suspense than the film being shown. As the 500 patrons changed seats on police orders, unaware of the seriousness of the situation, Lancaster's coolness had apparently charmed them. Failing to find any suspicious object in the auditorium proper, the police made a thorough search of the boiler room, all closets, and all other logical spots where a bomb might be concealed. When the search proved fruitless, the lights were lowered, and normal operations were continued.

In New Haven, United Artists' branch manager Irving Mendelson, center, recently discussed multiple deals with Morton Katz, left, buyer and booker, Connecticut Theatre Circuit; and Elmer Hirth, buyer-booker, Stanley Warner. The UA branch was one of the winners in the recent Bob Benjamin drive.

Providence

Something of an innovation, and a stunt that attracted widespread attention, recently was inaugurated by Joe Jarvis, genial owner-manager, Gilbert Stuart, nearby Riverside neighborhood house. Already much discussed for his unusual and unique type of advertising, Jarvis prevailed on one of his patrons to write a newspaper advertisement. The copy, presaging "Hit The Deck," was so highly complimentary that it was used in its entirety in local newspapers. Appended was a note from Jarvis, explaining the situation, together with a breezy comment that he, Jarvis, would have to latch on to other patrons to write his newspaper advertising. . . . This city suffered the loss of another downtown first-run house when the Westminster Playhouse recently closed for good. The Westminster Street house, operating under Lockwood-Gordon management, had been featuring mostly foreign imports and art films. This shuttering leaves the downtown area with only four active houses, Loew's State, the Majestic, Strand, and RKO Albee. . . . Dave Levin, RKO Albee manager, staged a special midnight 3-D horror show, offering "Revenge Of The Creature" and "Cult Of The Cobra."

For the second time in less than a month, a motion-picture world premiere was held in this city. Columbia's "A Prize Of Gold" attracted the attention of the world's jewelry industry. In conjunction with the first Jewelry Festival ever held, William J. Trambukis, manager, Loew's State, cooperating with the New England Manufacturing Jewelers' and Silversmiths' Association, arranged an unusually interesting, and for him and his theatre, a highly productive promotion. Hundreds of representatives of the jewelry industry from all parts of the country, and several foreign nations, converged on this city for the festival. They were treated to an elaborate display and considerable entertainment. Hollywood actresses Hildy Parks and Georgia Landau, together with several officials of Columbia, including Al Rylander and George Ettinger, were guests of the jewelry industry. The starlets appeared on the famous "Breakfast-At-The-Sheraton" TV show, toured the world-famous Speidel plant, and visited several other jewelry establishments. Following this, they were guests at several dinners and buffet luncheons. Festivities reached a climax when the Hollywood lovelies were escorted to Loew's State, where a section of that area was roped off by police officials. At ceremonies held in the lobby of the popular Weybosset Street house, Governor Dennis J. Roberts, of Rhode Island, and mayors of several surrounding cities, briefly addressed the throngs.

The publisher and staff of MOTION PICTURE EXHIBITOR deeply appreciate the many expressions of sympathy extended upon the passing of Herbert M. Miller, who had been editor for over 25 years.

NEWS OF THE Territory

New York City

Crosstown

A special teachers' and pupils' matinee performance of "Cinerama Holiday" will be held at the Warner on June 17 at 3:30 p.m. Admission will be $1. The show is being promoted by Jim Wyler and the Hopalong Cassidy TV program on CBS-TV. . . . Albert A. List, chairman of the board, RKO Theatres, accompanied by Mrs. List, sailed for Europe. During their stay abroad they will visit France, Belgium, Holland, Denmark, Germany, and Switzerland.

Robert S. Benjamin, chairman of the board, United Artists, left by air for a brief trip to Europe. He was accompanied by his wife and will visit Italy and Spain. . . . Arthur Pincus, Loew's International publicity department, left for the coast to confer with Howard Strickling and his staff on forthcoming MGM productions. . . . Charles C. Moskowitz, vice-president and treasurer, Loew's, Inc., returned from a Miami, Fla., vacation.

A brilliant Broadway premiere of Paramount's "The Seven Little Foys" is planned for the benefit of United Cerebral Palsy at the Criterion. Bob Hope, star of the film, who is national chairman, United Cerebral Palsy, will be in Australia to help promote the fund there and will appear in person at the premiere of the film at the Prince Edward, Sydney. . . . Hazard Reeves, Cinerama, Inc., president, and developer of the Cinerama sound and equipment system, returned from Paris, where he attended the premiere of "This Is Cinerama" at the Empire, a former opera and ballet house.

Charles B. Moss, executive director of the Criterion and B. S. Moss Theatres, returned from a five-week tour of the film production centers of England, France and Italy.

New Jersey

Newark

Interesting theatre promotions in New Jersey recently included a "rock n' roll" contest on the stage of the Montauck, Passaic, with prizes to the winners, set up by manager G. Kemp. . . . The Sanford, Irvington, under manager James Stavron, gave away 300 kiddie records at a matinee. . . . Manager Adolph Finkelstein, Embassy, Orange, arranged a used-car giveaway. . . . The DeWitt, Bayonne, under manager Nyman Kessler, gave away $1000 worth of merchandise in a tieup with the Merchants Board of Trade. . . . Getting into the spirit of neighboring towns, the Tivoli, here, presented a bagpipe band on stage before a film. Arrangements were made by manager Morris Blackner. The Royal, Bloomfield, had a Humpty Dumpty punch and judy show for a kiddie matinee starter. A. Garfalo is the manager. . . . Jack Conhain, manager, Stanley, is arranging to give away a Ford "Thunderbird Junior" at the matinee of June 11. Equipped with a Ford Starter Motor, the car is made up to look like the real "Thunderbird," and is completely safe for children, highly educational, economical to run, and trains the youngsters to be better drivers when they grow up.

As more than 3,000 persons looked on, this giant 52-foot likeness of Marilyn Monroe was unveiled recently at Loew's State, where her latest 20th-Fox film, "The Seven Year Itch," opens this week.

Larry Boehn, Stanley Warner projectionist, is on vacation. . . . Stanley Warner booker Minnie Einhorn is also away for vacation. . . . The Embassy, Orange, is planning a bathing beauty contest for June 10, sponsored by the Terry Shops. Manager Adolph Finkelstein announced that prizes will be offered winners.

New York State

Albany

A change of film buyers for the Stanley Warner Corporation in the New Haven zone, which includes the Albany district, brought Harry Kaplowitz from the Philadelphia territory as successor to Larry Lapidus, new buyer for the Frank Damis string of New Jersey drive-ins. Lapidus bowed out of the SW fold after successfully serving with it and the preceding Warner Theatres chain for seven years in Albany and New Haven. Honored by colleagues and friends at a farewell dinner in New Haven, Lapidus came here later

SW Spring Drive Winners Named

NEWARK — George Kemp, manager, Montauk, Passaic, N. J., was awarded a $100 bond for best series of promotions during the first month of the Spring Movie Festival, it was announced by Charles A. Smakwitz, zone manager, Stanley Warner in New Jersey.

Second prize, a $50 bond, was won by Diane Gordon, Central, Jersey City. Adolph Finkelstein, manager, Embassy, Orange, received third place honors and a $25 bond.

In addition to Smakwitz, the judging committee consisted of district managers Anthony Williams, Harold Widenhorn, and Bernard Silverman. Also, Edgar Goth, director of advertising and publicity; John McKenna, film buyer; and bookers Arnold Michelson and Bill Clark; plus Louis Dennis, manager, contact department.

Highlights of Kemp's promotions were a series of stage "attendance-building" stunts. These included a "He-Man" Contest with northern New Jersey's handsomest, most muscular males vying for honors, and a giant Mambo Festival which featured a dance contest to pick New Jersey's Mambo champions.

A Dixieland Jazz Concert with "all time jazz greats" and a Tee Top 'n Shorts Pin-up Girl Contest rounded out Kemp's special stage events on successive weeks of the drive's first month. All of the stage events were sponsored with promoted money from the cooperating merchant who in each instance defrayed cost of advertising, talent, and music. Consistent well-rounded feature picture selling was also an important factor in the selection of Kemp as winner.

Diane Gordon's activities included a beauty contest, circus ticket promotion, an Aunt Jemima tie-up, plus TV and radio tie-ins. Adolph Finkelstein's top stunt was a promoted world premiere of "Murder In The Villa Capri."

Among those attending a recent press screening of RKO-Pathe's short subject, "Devil Take Us," at the RCA Johnny Victor theatre, New York City, were, front row, left to right, Sidney Kramer, short subjects sales manager; Herbert H. Greenblatt, domestic sales manager; Leon J. Bamberger, assistant to the short subjects sales manager; and, rear row, left to right, Harry Gittleson, executive assistant; Robert K. Hawkinson, assistant foreign manager; William H. Seymour, vice-president, Liberty Mutual Insurance Company, who took the opportunity to present to Greenblatt for RKO and the producer of the subject, Herbert Morgan, the Liberty Mutual trophy which is awarded annually for the best theatrical motion picture of the year pertaining to traffic safety.

with his replacement for introductions of the latter and a break-in rountine. His former local boss, Charles A. Smakwitz, now Stanley Warner zone manager in Newark, toast-mastered the New Haven farewell. A group including managers Dan Houlihan, Paramount; Ray Smith, Warners; Norman Jackter, Columbia; and Norman Weitman, U-I, attended the dinner. SW managers in Albany, Al La Flamme, Strand; Al Swett, Ritz; Oscar J. Perrin, Sr., Madison; and John Brousseau, Delaware; Troy, Sid Summers, Troy; and Utica, Andy Roy, Stanley, and Mrs. Ottilie Fearing, Avon, sent a present to Lapidus, via district manager Joseph Liss.

Fabian's Palace arranged a strong tie-up and promotion campaign for "Strategic Air Command." The theatre had a former sergeant in the Eighth Air Force upon whom to turn for suggestions, assistant manager Eugene Ganott. Ganott served 25 months in England with a bomb group and while there saw the dynamic Curtis LeMay, SAC chief. Incidentally, the Paramount picture received tremendous plugging in this area, via Arthur Godfrey's radio and television programs.

A sign in Sheraton-Ten Eyck Hotel lobby indicates the work being done on the old Rose Lounge quarters for the Variety Club's new rooms, and for another rental project. Chief Barker George H. Schenck conferred with the Sheraton chain's head housekeeper about furnishings for the quarters. A meeting at which Jack Goldberg, second assistant chief barker and delegate to the recent Variety International convention in Los Angeles, will report, is the last scheduled in the present rooms. . . . Butterfield and Wolf, Inc., has been authorized to conduct a motion picture business in New York. Capital stock is 200 shares, no par. Attorneys are Danneberg, Hazen, and Lake.

The present screen at John and Peter Marotta's Carman Drive-In, Guilderland, N. Y., is reported to be almost as wide as that at Fabian's Mohawk Drive-In, Colonie. It is around 120 feet.

"Mister Roberts" amused and moved, relaxed and gripped a group of industry people and Navy-Marine recruiting personnel at a morning preview in the Strand. The screening, arranged by Warners' manager Ray S. Smith, preceded by several months the scheduled release of the picture in the exchange district. One of those attending, Phil Rapp, manager, Fabian's Plaza, Schenectady, N. Y., had been concerned with the first presentation hereabouts, of the smash stage play, more than four years ago. A lobby sign read, "Mr. Exhibitor, Meet Mister Roberts." Taking a look at the opposition's product, and strongly commending it, were Norman Jackter, Columbia manager; Norman Weitman, Universal-International manager; and U-I salesman Eugene Vogel. Earle Rooney, assistant manager, Strand, also was on hand.

Mrs. Frances Faughnan, wife of former Warner Theatres zone contact manager James P. Faughnan, was one of 30 Albany public school teachers

Zachary Scott, co-star, Allied Artists' "Shotgun," is seen on a recent visit to Morey R. Goldstein, general sales manager of the company, at the New York home office.

honored at a "Teacher Recognition Day" banquet in ballrom of Sheraton-Ten Eyck Hotel. The Day, May 23, was proclaimed by Governor Averell Harriman. Fourteen local civic organizations cooperated in arranging the testimonial. Dr. Frederick J. Moffitt, associate state commissioner of education, headed the speakers. . . . Woodrow Campbell, one-time assistant contact man, Warners up-state zone offices, and later an RKO booker, is now serving as stage hand at a Fabian drive-in outside Albany.

Plans for the Albany end of a closed circuit telephone conference, on June 7, with the distributor and exhibitor chairmen of the Will Rogers Memorial Hospital collection drive, went forward under the direction of Ray S. Smith, Warners' manager. The conference, which Film Row managers and exhibitor leaders have been invited to hear at the Warners' branch, will get underway at 10:30 a.m. Saul J .Ullman, Fabian division manager, is expected to serve as exhibitor chairman.

Another item of increased operating costs for theatres is the hike in advertising rates for The Albany Times-Union. The former charge of 18½ cents per inch for Monday through Saturday morning insertions was cancelled and a new one of 20 cents was put into effect. For the Sunday edition, the jump was from 24 to 26 cents. Distributors are also affected where they share the advertising expenditure for a picture with the theatre.

Jane Wyman is greeted by producer Frank P. Rosenberg upon her recent arrival at Idlewild Airport from Hollywood to begin her starring role in Warners' "Miracle in the Rain," to be filmed on location in New York City.

Times-Union is a Hearst morning publication. The afternoon Knickerbocker News, a Gannett daily, charges 22 cents an inch for theatre copy. It no longer reviews films at the Palace and Strand, but prints two-paragraph summaries not by-lined. Following the transfer of critic Cliff Bradt to the editorial-writing department, Harold Henderson caught pictures for the K-N, but he was given another assignment last summer. Some industry observers believe the no-criticism policy is a bad break for the top first-run houses. Edgar S. Van Olinda reviews for T-U. C. R. Roseberry does likewise for a paper at Delaware, art spot. Schenectady is the only other city in the exchange territory whose papers regularly review screen attractions.

The Marciano-Cockell telecast churned up a mild boxoffice action in the 1500-seat Grand, which sold 400 tickets (at $3.30). It was the smallest number for a Theatre Network Television origination in the five years such closed-circuits have been seen here. It generated livelier enthusiasm within; the predominantly male audience whooped and hollered as Marciano clobbered Cockell. They appeared to be satisfied, even surprised, that the bout went almost nine rounds. Lessee Paul Wallen, who suffered a sharp financial reversal in his first TNT presentation, the second Marciano-Charles fight, forced to refund some 1200 admissions at $3.30, because the picture was lost for several rounds, took a whipping on the Marciano-Cockell origination. He hoped for better results the next time, with more evenly matched contestants. Many fans doubtlessly remained home to hear the broadcast of the fracas. The same forces apparently worked against a substantial take on the telecast in the 2460-seat Proctor's at Troy.

Buffalo

The Very Rev. Msgr. Edward S. Schwegler, diocesan director of the Legion of Decency, discussed the condemned classification given, RKO's "Son of Sinbad," in the Union and Echo, Catholic Weekly, rapping the producers. . . . Nat Marcus, branch manager, Warners, is greatly pleased over praise given "Mister Roberts," following its special preview in the Center. Top personalities of press, radio, and TV were present.

Application to build a drive-in theatre in Brighton has met with opposition from property owners. The town's Planning Board and Zoning Board of Appeals have taken the proposal under advisement after a public hearing Option on the land has been taken by Philip Cohen and Morris Slotnick, operators of Cinema Theatres in Buffalo and Rochester.

The World, Rochester, has temporarily suspended operations. Opened last fall as a first-run theatre after an overhaul job, the World abandoned its first-run policy within a few weeks and operated as a neighborhood house.

About 1500 TV patrons of the Center were victims of a technical knockout before Marciano ever threw a punch at Cockell. Picture reception of the closed-circuit telecast was kayoed by technical troubles before the bell rang for the

first round. . . . Dewey Michaels booked the films of the fight in the Palace, downtown burlesque house, and did big business with them. . . . The Eastman, Rochester, re-opened. Closed after four panels of the ceiling fell last December, the upper portion has been entirely renovated. . . . Plans to establish an historical collection of 16mm. films "that depict the great steps in the technological and cultural progress of the United States," have been announced by Syracuse University, which declares this will be "the first attempt to locate, collect, and evaluate documentary films which are at present scattered throughout the nation." . . . After two years as personal manager of Margaret O'Brien, Joseph Chomyn, Rochester, has embarked on a summer enterprise as associate director of the Starlite, Indianapolis. However, he is not deserting Miss O'Brien, and if tentative plans materialize for her to make a picture in Hollywood, Joe will join her as manager.

The Eastman Kodak Company will sponsor a new filmed TV series beginning in October. The half-hour programs, to be produced by Hal Roach Studios in association with the Screen Directors Guild, will include drama, travel, musicals, westerns and comedy, and be known as "Screen Directors Playhouse." George Sidney, president of the Guild, said that the series will introduce many outstanding directors to television. Hal Roach, Jr., president and executive producer, Hal Roach Studios, said the series will bring to television films men with proven ability to entertain the mass audience. All revenue received by the Guild will be turned over to the Guild's Educational and Benevolent Foundation Treasury.

Sam Geffen, formerly associated with the Buffalo National Screen Service sales staff, returned from a year's stay on the west coast, and now is city salesman for Warners, according to an announcement by Nat Marcus, exchange manager. . . . For the third season, services are to be conducted this summer at the Empire Drive-In, West Webster, each Sunday morning at 8:30, starting June 19, and continuing until Labor Day. The Empire is operated by Mr. and Mrs. H. Graden Hodges.

Paramount's "Strategic Air Command" received an exciting send-off at the Paramount, with a big advance campaign put on by Arthur Krolick, Charlie Taylor, and Edward Miller, and an assist from E. J. Wall, field representative, Paramount. The campaign started with a roto section preview in The Sunday Courier-Express three weeks in advance. There was also a lobby display giving the highlights of the New York newspaper reviews of the premiere. Cross plug trailers in all four of the Buffalo UPT theatres were used two weeks in advance, fifty taxi-cabs in Buffalo carried posters constantly on the move, and there was saturation radio and TV spot promotion. On opening night there were impressive ceremonies on stage, and Paramount presented a plaque to Lawrence D. Bell, president, Bell Aircraft Corporation.

Lou Levitch, manager, Granada, a Schine community operation in North

Dr. Dan Poling, editor, Christian Herald, recently presented to Leo F. Samuels, president, Walt Disney's Buena Vista Film Distribution Company, a plaque, in association with the Protestant Motion Picture Council, naming "The Living Desert" and "The Vanishing Prairie" award winners of 1955.

Buffalo, has been elected president of the new North Main Street Business Association, organized primarily "to furnish assistance and advice to young boys and girls in the University Heights area." Levitch declares merchants realize teen-agers have many problems and that they will be customers of tomorrow.

Mrs. Elmer F. Lux was installed as president of the Democratic Club at ceremonies in the Park Lane. She is the wife of the head of Elmart Theatres, Inc. . . . Frank L. Smith is a Rochesterian for whom the Eastman Theatre really has memories. Frank has been with the theatre since its opening in 1922, first as treasurer, more recently as house manager. Before Smith was hired by the late George Eastman for the theatre post, he worked for a time in the old National theatre.

Robert T. Murphy, managing director, Century, got good publicity in The Courier-Express when the newspaper arranged a party in the theatre to pay tribute to a group of carriers for their outstanding records. The presentations were made at the theatre party, some 1,500 carriers attending, and Bob received good space in the sheet for his current show.

Russia's "Sadko," which won a top award at the Venice International Film

John G. Corbett, city manager, Schine's Glove, Gloversville, N. Y., recently promoted a fan club for James Dean, screen newcomer, in Warners' "East of Eden." Teen-agers signed in theatre lobby to become members of the James Dean Fan Club.

Festival, opened the program of the Rochester Contemporary Cinema Study Group in the Dryden Theatre.

The Women's League of Tent 7, Variety Club, staged a rummage sale to raise money for the club's Cerebral Palsy Clinic in the Children's Hospital. . . . Dr. Philip Liebig, of Granville, is the owner of the Northside Drive-In recently reopened near Watertown. . . . The Rochester Club, Rochester, is installing CinemaScope and Arthur Krolick, UPT district manager, Jay Golden, RKO Theatres district manager, and Lester Pollock held a meeting with the club's officers to give them the advantage of their technical knowledge of the new equipment. . . . Rochester's Police Chief William Winfield is making up an honorary chief's badge for George Murphy, MGM public relations executive, who was a guest of honor at the recent Rochester Police Ball. It will be the 97th badge in Murphy's honorary collection. Lester Pollock, manager, Loew's, Rochester, has received word from Hollywood that Murphy went back with glowing reports of his visit and of the police dance.

Arthur Treacher, comedy star of screen and stage, was the particular attraction of the Greater Buffalo Advertising Club's annual Ladies' Day celebration. . . . Richard T. Kemper, zone manager, Dipson Theatres, and resident manager, Buffalo Erlanger, was in a group of Buffalo Saints and Sinners who journeyed to the Open House Party, Bradford, Pa., staged by the Bradford tent of Saints and Sinners. . . . When Keefe Brasselle was in the other day to do some advance promotion for his newest starring vehicle, Filmaker's "Mad At The World," current at the Paramount, he was interviewed by press, radio, and TV, and was guest of honor at a party staged in Club 31 by Lou Lieser, head, Lieser Film Distributing Company, Inc., which is handling the picture in upper New York. Among those at the party were Mr. and Mrs. Art Krolick, Mr. and Mrs. Lee Gross Adams, Edward Miller, Richard Smyth, William Sweitzer, and Mrs. Lieser.

Germain Germain, manager, Palace, a Dipson house in Jamestown, is back on the job after taking three months to recuperate from injuries suffered in an auto accident. Gary was in recently to attend the MGM Workshop and the Dave Miller testimonial dinner. . . . Congrats to Edmund C. DeBerry, manager, Paramount exchange, which won the Paramount "A Salute to the Future" sales contest held in conjunction with the celebration of the company's 40th anniversary.

Crystal Beach opened for its 57th season on May 28 and Earl Hubbard, who has been handling publicity and advertising for Cinerama at the Teck, is also doing the same for the beach. His son is working on special parties for Cinerama, and is really lining up a pretentious schedule of special sell-out performances.

Stanley Weber, former Buffalo exhibitor, is back for the summer with Mrs. Weber.

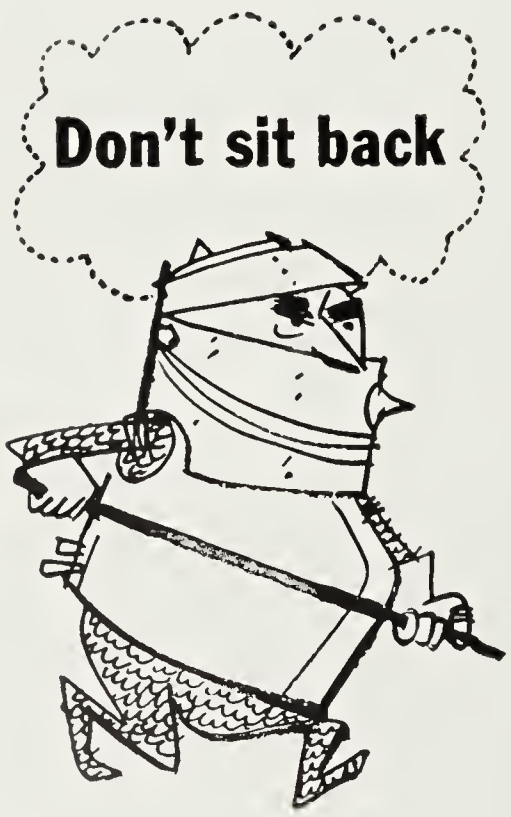
(Continued on next page)

EYEING THE Exchanges

RKO — Steno Anne Messina was away from work due to illness. . . . Brooklyn booker Dorothy Post is back at work after being away due to illness. . . . The office will soon have an air conditioning system. Installation is under way.

20TH-FOX — Secretary Bess Goldstein Allen discloses that on Decoration Day she moved to her summer home in Long Beach. . . . Jeanette Wagman has returned from a two weeks Florida vacation. . . . Inspectress Lina Orlando is vacationing at Lake George. . . . Alice Dupper will vacation with her mother at Miami in mid-June. . . . Secretary Frances Singer moved to her Far Rockaway summer home on Decoration Day.

UA — Booker's secretary Vana Smith recently celebrated a birthday. . . . Former employee June Hill visited the office with her husband. . . . A luncheon was held in celebration of the birthdays of Janet Moses and Rachael Yahia. . . . Fritzi Green's son George recently visited her at the office. George was on furlough from the Army at the time. . . . Booker Dave Nathan spent a weekend at an upstate dude ranch. . . . The UA softball team reported with pride victory in their first game against Sterling TV.



United Artists' Buffalo, N. Y., branch manager Stanley Kositsky, right, is seen with Arthur Kroliek, general manager and buyer, Buffalo Paramount Theatres, during the reeent Bob Benjamin Drive.

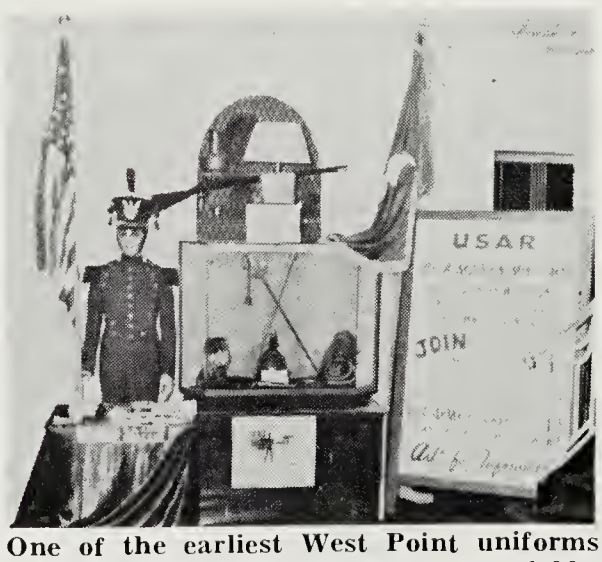
WARNERS — Renee Cacaci is a new bookkeeping machine operator at Warners. . . . Former employee Ann Chayet gave birth to a son recently. . . . Booker Emanuel Gross was on vacation.

COLUMBIA — Booker Seymour Berkowits was on vacation. . . . Frances Taylor will appear with the Jayson Dancers when they open at Small's Paradise on June 3. . . . Booker Stanley Bernbaum is leaving Columbia. He was given a leather briefcase by the employees as a going away present. . . . A birthday was recently celebrated by head booker Katherine Becker. . . . Bob Mucci has left Columbia where he had worked as a cashier clerk. . . . Cashier Phil Greenspan celebrated a birthday.

U-I — Statistician Irving Fuchs will be married Sept. 10 at the Statler Hotel. . . . Booker's secretary Gloria Gonzaga will journey to Quantico, Va., to see her boy friend. . . . Terry Schwarts, typist, has returned from her recent vacation. . . . Inspectress Rose Levine is vacationing at Baldwin, L. I. . . . Bob Ericson is back at work after his recent operation. . . . Head inspectress Ethel Sweeney is away from work due to illness.

RAMBLIN' 'ROUND — MGM biller Lucy Aviles has returned from her Atlantic City honeymoon. . . . Republic's Ann Plisco announced that her summer will be spent in the Peekskill area. . . . Sid Kulick is back at Bell after being away for some time due to illness. . . . Ledger clerk Arlene Gabrielle has returned to the Paramount fold after her honeymoon. . . . Paramount booker Joe Curtin recently became a father for the second time. . . . May birthdays were celebrated by MGM's Bill Frankle and Mary Moyham. . . . Buffalo exhibitor Dewey Michaels recently visited the exchanges. . . . Nat Moll has joined the Five-Boro Theatres as a buyer-booker. . . . Realart booker Frances Kingsley recently celebrated a birthday. . . . Victor Hattem, Variety Theatres, will shortly leave for a European cruise. . . . Favorite salesman Lou Brown was recently married. . . . Ted Krasner has joined the DCA organization as a salesman. . . . Lee Herbst, Rapf and Rudin, left for a Miami vacation. . . . A Miami vacation is being had by Norman Arenwald, Brecher Theatres. . . . Harry Lavine, Warners upstate salesman, was in on a visit. . . . Al Nicol, Exchange Luncheonette, was seriously injured in an auto accident.

—D. T.



One of the earliest West Point uniforms was the foeal point of the reeent lobby display arranged by Ralph Lanterman, city manager, Walter Reade Theatres, Morristown, N. J., when Columbia's "The Long Gray Line" played at the Community. He obtained the 110 year old uniform from the Army Reserve Museum, as well as other old Army and West Point curios.

Buffalo

(Continued from preceding page)

Free souvenirs were presented to patrons at the gala opening of the new Wehrle Drive-In. The outdoorer is now among the drive-ins in the co-operative ad line-up used daily in the Buffalo newspapers. The Wehrle is being booked by Co-Operative Theatres of Buffalo, of which Myron Gross is the manager. Sarkes Steven is the owner. . . . Phil Todara has resigned as advertising manager, Century, and now is associated with ratio station WXRA in Kenmore. Phil has a disc program on WXRA daily. Gary Kent has resigned as assistant manager, Century.

Ft. Plain

Burton Putman is now manager of Smalley's.

Pottsdam

The drive-in which Peter Papayanakos, owner of Rialto, is building between here and Massena, is expected to open about June 15. Cost is estimated at $70,000.

Rock Hill

Harry Lamont relighted the Rock Hill Drive-In on May 27, with Carl Bovee as manager.

Troy

Richard Murphy, manager, Proctor's, is promoting a Plymouth car giveaway with local merchants. It is being advertised via Station WTRY, which maintains studios and offices in the Proctor building.

The publisher and staff of MOTION PICTURE EXHIBITOR deeply appreciate the many expressions of sympathy extended upon the passing of Herbert M. Miller, who had been editor for over 25 years.

NEWS OF THE Territory

Philadelphia

Crosstown

The Junior Chamber of Commerce of Philadelphia is sponsoring a reception and dinner honoring Grace Kelly for outstanding achievement in the American cinema at the Drake Hotel on June 6.

The Goldman had a tieup with Pocket Books on Warners' "The Sea Chase" with newsstands placarded, as well as book racks in stores. Magazine distributors' trucks were posted on their sides for an extra plug as they made deliveries in the area. . . . Mel Fox's Penypak, recently reopened, has a 40-foot screen for CinemaScope showings.

Vine Street

One of the most successful trade screenings in recent months was that of Warners' "Mister Roberts," SW Commodore, with 225 exhibitors turning out. Sam Elber, promotion director, WPEN, tape recorded on the spot comments of exhibitors regarding the film.

July 1 to July 7 has been designated United Artists' week. If the local branch gets undated pictures under contract played that week all employees will get a three-week salary bonus. Expectant and

Theatre Inspection Demands Bring Exhibitor Protests

PHILADELPHIA — It was reported last week that Walter S. Pytko, City of Philadelphia Department of Licenses and Fire Housing Inspection, is causing all sorts of annoyances by the rigidity of theatre inspections with the theatre men feeling they are being harassed.

Theatres are said to have been ordered to take seats out that have been approved for up to 25 years. Fire doors that are never used on stages because the stages are no longer used are being ordered equipped with self-closers.

Suddenly, theatremen are being put to extra expense, despite the fact that boxoffice receipts have been dwindling. With the present day use of non-inflammable film, some of the demands are said to be entirely out of line. Smoke detection devices are being required for air conditioning plants that haven't had them since their installation.

According to the law, all such mandatory rules are subject to review by a board. Theatreman view is that, while every conscientious exhibitor wishes to maintain his theatre in a fool proof, fire proof manner for his patrons' protection, it has recently seemed apparent that Pytko's inspection crews have been overly zealous, adding extra expenses to theatres that can ill afford the questionable outlay at this particular time.

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Whether you operate an indoor or drive-in theatre . . . in a busy metropolitan area or restricted neighborhood section . . . you'll earn more actual net profit when Berlo operates your refreshment stand than you can earn running it yourself!

Berlo takes over *every* problem you have: Hires and trains your sales people—and supervises them. Berlo also does all the bookkeeping, talks to all refreshment suppliers who formerly called on you, and keeps your stocks tasty-fresh—all with *no* investment on your part. Berlo leaves your hands and your capital completely free to run the rest of your theatre FULL TIME.

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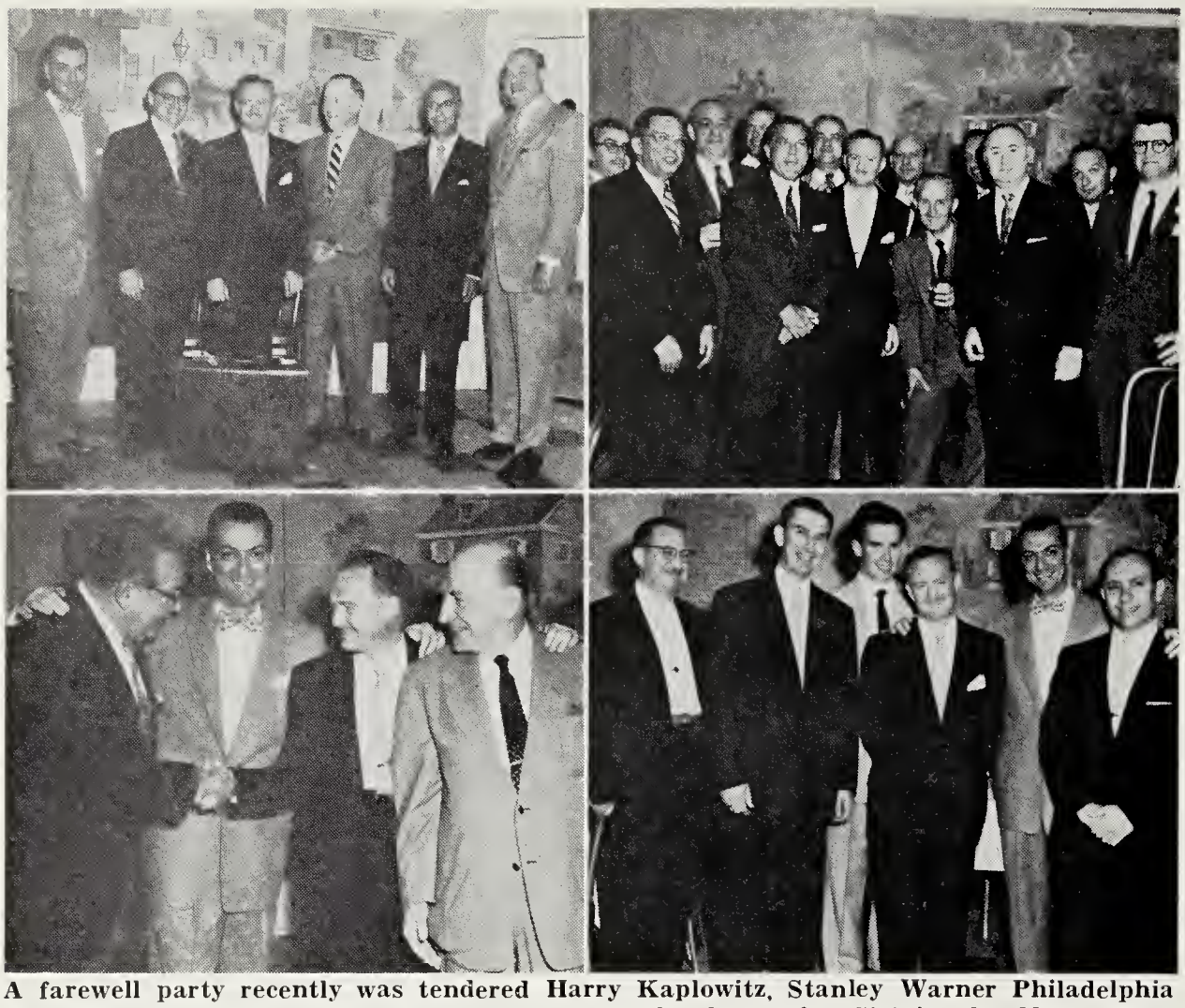

A farewell party recently was tendered Harry Kaplowitz, Stanley Warner Philadelphia film buyer, who has been promoted to head film buyer for SW in the New Haven zone. Seen at the affair, held at Old Bookbinder's Restaurant, were, in the usual top to bottom, left to right, order, Ted Minsky, SW chief film buyer; Nat Fellman, SW home office film buyer; Kaplowitz; W. F. Marshall, home office film buyer; Danny Triester, home office; Ted Schlanger, SW zone manager; Joe Solomon, independent film distributor; Lester Wurtele, Columbia branch manager; Dave Rosen, independent film distributor; William Madden, MGM branch manager; Harry E. Weiner, Columbia district manager; Charles Zagrans, RKO branch manager; Kaplowitz; Elmer Hollander, DCA district manager; Eddie Gabriel, Capital Films; Jack Harris, Exploitation Productions, Inc.; Max Gillis, Allied Artists branch manager; Norman Silverman, Republic branch manager; and Jack Engel, Screen Guild; and Peter Rosian, U-I home office congratulating Kaplowitz as Minsky and U-I Philadelphia branch manager Ed Heiber look on; and Kaplowitz with SW co-workers John Erhlich, short subjects booker; Bill Yrasko, in-town film buyer, who replaces Kaplowitz; Ralph Garman, Jr., Ehrlich's assistant; Minsky; and Milt Wasserman, accounting supervisor.

— JACK GOLDMAN PHOTOS

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SW Spring Drive Prizes Awarded

PHILADELPHIA — Showmanship and enthusiasm were the keynotes of a series of two managers' meetings held by Ted Schlanger, zone chief, Stanley Warner Theatres. The first included all out-of-town managers and the Philadelphia first-run theatre managers, then came a repeat for the in-town Philadelphia neighborhod theatre managers.

Schlanger set the keynote when he told his men, "Observe the simple facts of basic showmanship. We must squarely face our problems." The meetings, first since the start of the Stanley Warner Spring Movie Festival on April 1, were to announce the local winners for the first month of the three-month showmanship contest, and to discuss plans for the balance of the drive. Winners were: first prize, $100 Bond, Ben Blumberg, 69th Street; second prize, $50 Bonds, Dave Fishman, Manor; Syd Poppay, Strand, York, Pa.; Lew Black, Warner, Wilmington, Del.; and Helen Bortz, Warner, Reading, Pa.; third prize, $25 Bonds, Chet Woerner, Fairmount; John Purtell, Leader; Bob Kessler, Benn; Jim McHugh, Midway; Domenic Lucente, Broadway; and Tony DeCarlo, Family.

Following his idea of attention to basic showmanship, Schlanger first presented Bob Mills, head of engineering and maintenance, who discussed important factors of physical operation with emphasis on proper handling of air conditioning equipment during the coming summer months. Also speaking was Henry Eberle, sound and projection chief.

The meeting was addressed by Ted Minsky, head buyer, who gave a resume and evaluation of all new product coming up in the next few months. Next, Birk Binnard, new ad chief, discussed basic fundamentals of advertising, which he summarized with four words, communicate, illustrate, motivate, and activate. Activities of managers during the Stanley Warner Spring Movie Festival were brought out and plans were developed for the balance of the drive.

hoping to win are district manager Johnny Turner; branch manager Gene Tunick; office manager Elizabeth McCaffrey Ziegler; salesmen Bill Doyle, Jack Zamsky, John Bergen; and bookers Mickey Marrandino, Janet Lewis, and Irving Buono. All exhibitor friends are urged to lend their support as this UA crew are certainly deserving of support.

Caught by the camera's lens last week at the peak of the general alarm fire at the Hipp Building, Allentown, Pa., was the above shot. The $100,000 blaze severely damaged the Midway, Joseph B. Rossheim theatre.

Eddie Gabriel, Capital, mighty enthused over "The Green Scarf" being in its 12th week at the Green Hill.

"Desperate Women," produced in Hollywood by Louis Newman Productions, opened to turn away business last fortnight at the Starlite Drive-In, Gloucester, N. J., according to Dave Rosen, area distributor. Filmed in black and white and with no wide-screen features, the picture nevertheless broke all mid-week opening day records at the drive-in, according to Max Chapman, owner.

Circuits

Stanley-Warner

A luncheon was held for Harry Kaplowitz at Old Bookbinders Restaurant as a send-off to his leaving for his new assignment as head film buyer for the Stanley Warner New Haven zone. The

Seen at the recent screening of Warners' "Mister Roberts," SW Commodore, Philadelphia, were, left to right, William Mansell, Warners district manager; Mr. and Mrs. Frank Henry, Mayfair, Trenton, N. J.; Charles Goldfine, owner, South City Drive-In, Philadelphia; Sam Elber, special events director, radio station WPEN; Max Chasin, film buyer, Hamid Theatres, Atlantic City, N. J.; Ted Schlanger, zone manager, Stanley Warner Theatres; Charles Beilan, Warners branch manager, with Navy personnel, including Commander C. W. Chushman, Philadelphia Navy Yard; Mort Brodsky, King, Lancaster, Pa.; Bill Yurasko, assistant film buyer, SW Theatres; Beilan, holding copy of the "Mister Roberts" book distributed at the showing; Ted Minsky, head film buyer, SW Theatres; Ben Shapiro and Mort Shapiro, Arcadia and Merben. *— Jack Goldman photos.*

luncheon was attended by local Stanley Warner executives and branch and district managers of the local film exchanges. Also from the Stanley Warner New York home office were Nat Feldman, head film buyer, and Danny Triester and Frank Marshall, home office buying department. Ted Minsky acted as toastmaster, and presented Bill Mansell, Warners district manager, who expressed the sentiments of the film distributors. Nat Feldman, who first eulogized Ted Schlanger for his wonderful quality of leadership, and congratulated Kaplowitz on his promotion, told the group of the high esteem in which Kaplowitz is held by the Stanley Warner home office. The final speaker was Stanley Warner zone manager Ted Schlanger, who expressed the farewell sentiments of the Stanley Warner organization to Kaplowitz, and pointed out that this is another example of the policy of moving up from within the company, mentioned the new assignments of Bill Yurasko and Elmer Hirth, and presented a travelling bag to Kaplowitz from all those attending the luncheon.

District of Columbia
Washington

The Palace held a sneak preview on MGM's "Love Me Or Leave Me." . . . The Dupont held a sneak preview on "Innocents In Paris."

DISTRICT THEATRES—The stage revue at the Howard, was titled "Rhythm and Blues Caravan," with the Moonglows, Etta James, Big Jim Wynn and his band, Jimmy Mosby, Crip Heard, and Robi Robinson. . . . Mr. and Mrs. Joseph Rolf, Pittsburgh, visited their son-in-law, George Wheeler. The Wheelers and guests traveled to Gettysburg, Pa., for a weekend. . . . Fritz Hoffman, treasurer, became a grandfather for the 31st time. . . . Morton Gerber returned from the west coast where he was a delegate at the Variety Club convention. Gerber is in New York on routine business. . . . Lucille Browne is home ill. . . . Rufus G. Byars is sporting a new Pontiac.

SANDY FILMS—Jerry Murphy, salesman, is in Richmond, Va., on business. . . . Fred Sandy took a business trip to New York. . . . Gertrude Epstein spent the weekend in New York, visiting friends and relatives.

WARNERS—Sadie Bowles is entertaining her son-in-law, Colonel Carl A. Sach and family. Colonel Sach and family have returned from a tour of duty in Korea. After a brief leave, Colonel Sach is being re-assigned to Hawaii. . . . The girls at the exchange gave a baby shower for Edna Smith, inspectress, who is on leave to await the arrival of her baby in August.

EQUITY—Mike Mills is heading to New York on business. . . . A special screening of "Animal Farm" was held at the MPAA last week for the press. . . . Tom Haligan, Williamsburg, Va., was a visitor in the exchange. . . . E. T. Dormer, is taking over booking and buying for Alpine Circuit located in Kingwood, W. Va.

RKO KEITH'S—Jerry Baker, managing director, promoted from the Navy a miniature scale model of an aircraft carrier which is on display in the lobby of Keith's. The display is in connection with Republic's "Eternal Sea."

RKO—Dave Cantor, head exploiteer, and Hank Howard, field representative, were in town touring with the "Son of Sinbad" harem girls. Cantor and

Jack Flynn, a Stanley Warner Theatres' district manager in Philadelphia, is celebrating a double silver anniversary, his 25th wedding anniversary and his 25th year with SW. A pioneer in the business, he has been an exchange manager in Albany, Detroit and Philadelphia; and has operated his own theatres in Pennsylvania and New Jersey. He has wide acquaintance in the business and is well liked.

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MR. EXHIBITOR: Build your kiddie Saturday matinees — package deal sure fire—creates B. O. increases and goodwill. Drive-Ins can use for mid-week family nites buildup.

EXPLOITATION FILMS — *Now Available*
"A Virgin in Hollywood"
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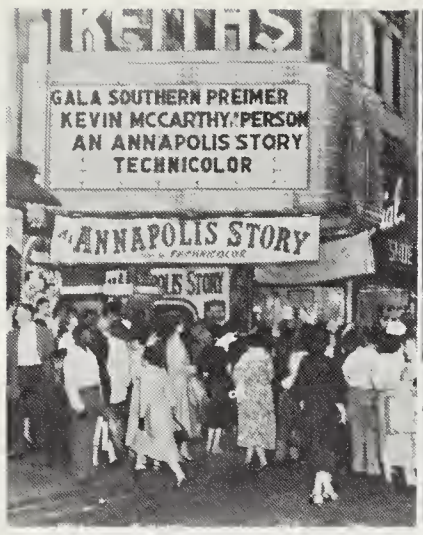

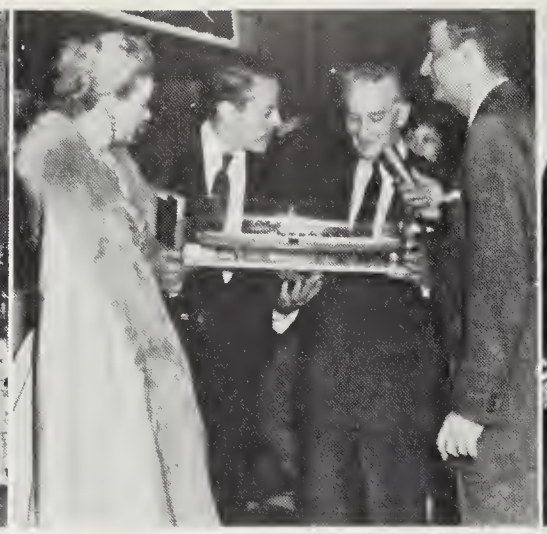

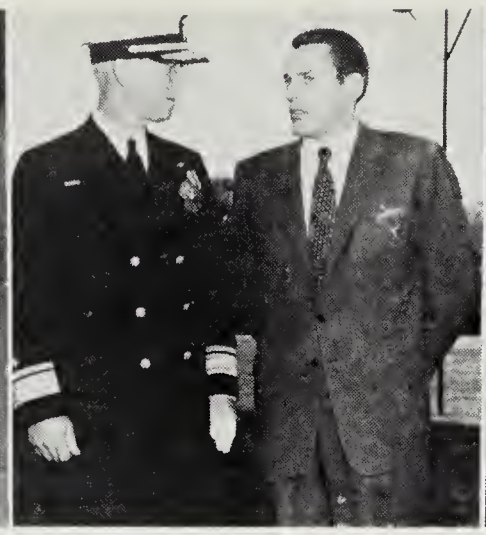

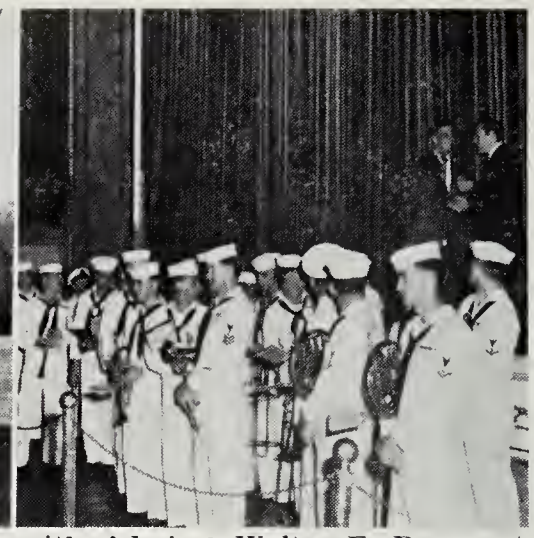

Highlights of the recent opening of Allied Artists' "An Annapolis Story," Keiths, Baltimore, Md., are seen above. On the left is seen crowds attracted to the southern premiere; in the lobby, M. Pitcher, representative, Revell Company, manufacturers of toy jet planes and flat tops, is seen presenting a sample to Kevin McCarthy, co-star of the film, as winner of a Diana Lynn contest, Mildred Wooden, and Russ Hall, radio station WITH, look on; McCarthy with Admiral Walter F. Boone at the Naval Academy, Md., and, right, Hall introducing McCarthy from the stage of Keith's, while the Bainbridge Naval Band, who saluted the picture, stand in the orchestra pit. The overall campaign was handled by Allied Artists' Harry H. Goldstein and theatre publicist Harold T. Colley. Many window displays and other tie-in ad facets were tapped.

Howard made arrangements to bring the girls out to Rosecroft Raceway where they were guests and appeared on the Plymouth telecast. The girls were tied-up with the Young Men's Shops of Washington and made personal apperances throughout the day modeling clothes and meeting the press. Highlight of the visit was a contest which culminated with four local men having dinner dates with the four stars.

Mickey Carroll, wife of Bob Carroll, manager, Ontario, is heading for St. Petersburg, Fla., for a vacation. . . . In connection with the motion picture "Marty" Bob Carroll, manager, Ontario, is giving away 50 recordings of the song, Marty, to the first 50 patrons named Marty who come into the theatre on opening day.

Warners' Metropolitan and Ambassador had a tieup with Pocket Books on "The Sea Chase," with newsstands placarded as well as book racks in stores.

VARIETY CLUB — Jack Benson, Ross Wheeler, and Jerry Sandy were hosts at the Variety Club for Mambo Night. Music, dancing, and prizes were scheduled. . . . The board of governors had a meeting in the executive room of the Willard Hotel. . . . Orville Crouch, chairman, membership committee, met with his committee.

—T. C.

Delaware

Wilmington

Lewis S. Black, city manager, SW Theatres, tied the Delaware premiere of Paramount's "Strategic Air Command" to the nationwide observance of Armed Forces Week with an Air Force display in the SW Warner's lobby, and a stage presentation saluting Armed Forces Day with the appearance of Lt. Lloyd J. Kelly, awarded the distinguished flying cross, and the crew of a B-47 Stratojet. . . . Edward L. Kenly, manager, SW Towne, had an unexpected free ad on the front page of The Journal-Every Evening when its photograph of a Delaware National Guard unit in the Wilmington Armed Forces Day parade clearly showed the Towne's marquee heralding the first showing in Wilmington of DCA's "Long John Silver." . . . James Tambourelli, projectionist, long on the sick list, rejoined the SW Towne. . . . Francis Paolo joined the Rialto while Oliver P. Jones vacationed.

—H. L. S.

Maryland

Baltimore

Harry M. Warner, president, Warners, was in town to see his horse, Honeys Alibi, win in the Preakness prep race at Pimlico. George Fishman, Warners' public relations expert, also was in town. . . . Henry Jones, assistant manager, Hippodrome, brought his wife home from the Hospital for the Women of Maryland. . . . Phil Redmond, Hippodrome projectionist, returned from a Virginia vacation.

Natt W. Hodgdon, general manager, Keith's and the New, spent the weekend with relatives in Winchester, Va. . . . Mike Siegel is now the Baltimore and Washington representative for Kay Films, Atlanta. . . . Hal Colley, Keith's publicist, arranged to have Arthur Murray experts give exhibitions of the mambo in the lobby the night Paramount's "Mambo" opened. . . . George Daransoll, manager, Crest, was in Washington for a screening of Warners' "Mr. Roberts." . . . Fred Schanberger, formerly part-owner of Keith's, is now with a local advertising agency.

Willard Shaffer, assistant manager, Film Centre, used his day-off to take the season's first fishing trip. . . . Mrs. Helen Diering, secretary, Allied Motion Picture Theatre Owners of Maryland, is reading travel time-tables. . . . I. M. Rappaport, owner, Town and Hippodrome, was in New York on business. . . . Frank H. Durkee, president, Durkee Enterprises, spent a weekend at his summer place on the Magothy River. . . . Quentin Quigley is the new assistant manager, Belnord. He came here from Florida.

—G. B.

Leonardtown

Frances Ann Wieland is the new cashier at the New. . . . K. B. Duke, general manager and owner, Southern Maryland Theatres, and his family attended the Bankers convention in Atlantic City, N. J. Duke is one of the directors on the board of the First National Bank in St. Mary's County. . . . Billy Anosen, aide, Park and Plaza, Lexington Park, Md., was confined to his home with virus. . . . N. A. Hodgdon and family, formerly of Lexington Park, Md., have moved to Baltimore, where he is now in charge of Jack Fruchtman's New and Keith. . . . The 235 Drive-In, California, Md., has had some landscaping improvements made. . . . Buddy Green, New aide, has returned after undergoing an operation at the Patuxent River U. S. Naval Air Test Center, Cedar Point, Md.

Goldman Named MPE Staff Photographer

PHILADELPHIA—Jack Goldman, well-known local photographer, who has given Stanley Warner Theatres, Warner Distributing Corporation, Paramount, MGM, UA, and other film companies news-photo coverage for many years, was last week designated as official photographer for MOTION PICTURE EXHIBITOR.

Well liked by all local industryites, Goldman will still be available for outside work by the film companies, their publicists, and others. He may now be reached at his studios at GR 7-4671 or at the offices of the publication, LO 7-7520.

Pennsylvania

Allentown

A general alarm fire in the early morning damaged the Hipp Building, which houses the Midway, to the extent of an estimated $100,000. The blaze was discovered shortly after 4:30 a.m. in a room on the third floor of the four story structure, and flames were soon shooting through the roof. The building is owned by the 608 Hamilton Street Corporation, of which Joseph B. Rossheim is president. He and his wife occupy a second floor apartment and it was above this that the fire is believed to have started. Mrs. Rossheim, who has not occupied the apartment for a week because her husband is in Florida, stated that the living quarters were a total loss from the flood of water that cascaded from the upper floors. Damaged in the same manner was the theatre office, equipment and supplies in the projection room, the lobby, and about one third of the rear section of the

theatre proper. Sections of plaster and acoustical blocks fell from the theatre ceiling. Adjoining stores also suffered water damage. Hampering firemen in fighting the blaze was a false ceiling built over the theatre some years ago, eight or ten feet under the second floor ceiling. Built before the turn of the century, the building was originally constructed to house The Allentown Evening Item. It was subsequently purchased by George Bonnethum, Reading, who built the auditorium, which from 1912 on was operated as the Hippodrome. In 1922, the theatre was purchased by Wilmer and Vincent interests and leased to Nicas Brothers, who converted it into a restaurant, operating it until 1936, when it was taken over by Rossheim and converted into the Midway. This was the fifth fire to have swept the building.

Gettysburg

William D. Hendley, Atlanta, Ga., is now managing the Majestic for Stanley Warner. A veteran of 14 years in the business, he succeeds Lee Snook, who had been acting manager. Hendley has managed theatres in Atlanta, Miami and Tampa, and came here from the management of the Fox and Paramount, Atlanta. This is his first assignment with SW.

Harrisburg

Lemoyne's manager David R. Jones made many friends in his community when he made available the lobby of his theatre as a hospitality center during Lemoyne's Golden Jubilee celebration. The doors were open each afternoon and extra furniture was installed to accommodate the visitors. Radio station WHGB broadcast interviews from the lobby each afternoon during the week.

Petitions are being circulated in Lemoyne and Camp Hill, Pa., for a Sunday movie referendum at the November election.

Reading

Schad Theatres, Inc., was given a permit for electrical work in the Strand Theatre Building, to cost $1,600. . . . The new drive-in west of Sinking Spring Borough, on the Reading-Lebanon highway, is to be finished by July 4, it is expected. Leo Katz, Buffalo, will be proprietor of the drive-in, which will accommodate 1,054 cars. A swimming pool and a dance portico are to be part of the operation. The screen will be 74 feet high, 140 feet wide. . . . Richard Luck, former theatreman here, was the winner of the Republican nomination for the county office of register of wills of Berks, in the May primary election.

J. Lester Stallman, Astor, was the first exhibitor here to show the Marciano-Cockell fight film. A portion was repeated in slow motion. Only a few fans from Reading bought tickets to see the fight-night television pictures shown in an Allentown theatre.

Churches who buy their own motion picture projectors, here and in other cities, for church events, will do well to keep them in locked quarters. A 50-year-old Philadelphia man was arrested on a Reading street, carryinga valuable motion picture projector which he

Rodney Collier, manager, Stanley, Baltimore, Md., recently received a solid gold watch from Fred McMillan, managing director, Warner, Washington, where Cinerama is playing, for his outstanding job on selling tickets in Baltimore for the Washington engagement of the film. George A. Crouch, general zone manager, SW Theatres, Washington, adds his congratulations to Collier.

admitted stealing from a large Lutheran Church in Lebanon, Pa. The same man was wanted in Reading for a similar theft of an adding machine from the office of a Reading church. The man was sent to the Berks County jail in lieu of $1,500 bail. Police here say many similar thefts, of motion picture machines from churches, clubs and other private owners, have been reported. As a rule the stolen machines are pawned or resold for a fraction of their value.

Scottish Rite Masons here are moving their offices into the Rajah Theatre building and held their May semi-annual reunion, with more than 2,000 members attending, in the Rajah. This leaves the Plaza, where the Scottish Rite sessions were held for many years, with one less regular renter.

Green Hills Lake summer theatre, Mike Kesdekian, director, has started an advance sale drive of season tickets, $18 for 10 shows. Regular single tickets range in price from $1 to $2.20.

For the first time in Reading's theatrical history, a women has been named the regular manager of a major Penn Street theatre. She is Helen Bortz, recently acting manager, Warner, and for the past two and one-half years assistant manager of the house, under Birk Binnard. Miss Bortz, daughter of

These Navy wives representing clubs at the U. S. Naval Air Test Center, Patuxent River, Md., were recent guests of the Park, Lexington Park, Md., at a screening of Republic's "The Eternal Sea."

Mr. and Mrs. Leon Bortz, this city, is no newcomer to the theatre business. She started 12 years ago at the Broadway, a Wilbur and Kincey chain house in Charlotte, N. C., getting a thorough training there, after starting as a cashier. Four years ago she came back to her home town, as a cashier at the Warner. After 18 months in that job, she undertook a course of training under Binnard for the post of assistant manager and made good. Her promotion to the managership came in considerably less time than is customary in major theatre circuits.

City amusements tax receipts in April took another nose dive, City Treasurer John L. Hoch's monthly report showed. The total, including collections at Bingo and sports events, was $10,673, as against $11,092 in March, $12,136 in February and $10,683 in January. Widespread unemployment here is blamed for the recent slump in this tax collection item. On the other hand, real estate tax collections in 1955 to date are almost exactly the same as 1954's same period.

Mike Keskedian, director, Green Hills summer stock theatre, Green Hills Lake, last summer, has announced that he will again operate a company there this season, starting a 10 or 12-week season on June 17. George Snell, formerly operating the theatre, and later connected with a Reading broadcasting station, has gone to a new position in a Lexington, Ky., broadcasting station.

"Jalopy Night" was sponsored at the Warner, showing a double horror combination of "Dracula" and "Frankenstein," by the Nick Ciliberti Motors, a Kutztown, Pa., dealers' firm. A good used car was the grand prize. The winner was not required to be present in person.

Exeter Township, east of Reading, in which are located the Mt. Penn Drive-In and a medium-sized high school sports stadium, has levied a 10 per cent amusements tax for the school year starting July 1. Estimated revenue from the tax, as named in the budget, is $12,000.

Muhlenberg Township, in which are located the Reading Fair Grounds, a commercial swimming pool, and the Laurel, the latter in Laureldale Borough, but part of the Muhlenberg school district, has again levied its 10 per cent amusements ticket tax for the new school year starting July 1. The estimated income, from the amusements ticket taxes, is $33,000, and may exceed that amount.

Scranton

In preparation for his opening of "Strategic Air Command," manager Ed McGovern, Comerford, had a well-rounded radio and newspaper campaign climaxed by the use of a float in the annual Armed Forces Day parade. The float was the only commercial vehicle in the first division of the more than hour-long parade. In addition, window cards in the form of glossy photographs, replicas of water color paintings of B-36 bombers

A unique service . . .

available ONLY to the nearly 10,000 showmen who regularly subscribe to—

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THEATRE OPERATING FORMS and SYSTEMS —to lighten your detail work!

HERE IS A HANDY DESCRIPTION AND ORDER FORM . . . JUST FILL IN YOUR NEEDS AND MAIL. Actual sample sheets will be mailed on request!

Quantity	Items desired	Unit cost	Total
	DATE BOOK FORMS:		
	. . . Pocket-Size—6 ring (3¾x6¾ in.) Item #4 in illustrated folder. Dated full year supply	$ .60	
	. . . Large-Size—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	SERVICE-KIT SYSTEM:		
	. . . Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playoff Worksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder	1.25	
	. . . Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	.50	
	. . . Availability and Playoff Worksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part of Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Pocket-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated folder. Tax inc.	5.00	
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issued by the Convaire Division, Boeing Aircraft Company, were placed in several well chosen spots in the city.

Manager Neil Conway, Riviera, repeated his highly successful run of Cartoonoscope, 21 cartoons in color, in a special matinee for the youngsters. Between 4,000 and 5,000 heralds were distributed among the grade school children, 200 of which gained free admittance to the matinee by virtue of a lucky number on the herald.

The annual commencement exercises of the University of Scranton will be held on June 6 in the Temple. Judge Michael Eagen will address the graduates. . . . Mary Fahey, Capitol, is attending the graduation exercises of Georgetown University, Washington, at which time a medical degree will be conferred upon her son, John. . . . Included among the First Holy Communicants at ceremonies held in St. Paul's Church were Mary Patrice Comerford, daughter of M. B. Comerford, and Barbara Walker, daughter of Tom Walker, Comerford executive. . . . Kerry Cronin, son of Tom Cronin, Comerford comptroller, was among a number of freshmen students of the Scranton Preparatory School who spent a day recently at the Jesuit Seminary, Warnesville, Pa. . . . Veteran operator Jimmy Armstrong, who opened the Riviera 27 years ago, is vacationing in Wilmington, Del.

Bob Richards, a former resident of this city, presently manager, Capitol, Binghamton, has been discharged from the Binghamton City Hospital where he was a patient. . . . Comerford's Marian McLoughlin had as her week-end visitor her sister, Mrs. T. J. Higgins, Philadelphia. . . . Capitol manager Bill Kays' father was a recent patient at the Hahnemann Hospital here.

Virginia

Roanoke

The Lee Hi Drive-In, on Lee Highway between Roanoke and Salem, has been purchased by Craver Theatre Company, Charlotte. The new owners stated the spot will be closed for repairs which will take several weeks and cost $40,000. New additions will include lighting and sound systems, new boxoffice, new screen, 100 feet long and 75 feet high, and a new, modern cafeteria-style snack bar. CinemaScope, VistaVision, and Superscope projection equipment will also be installed. John Garst will be the new manager. The new owners, all from Charlotte, are S. W. Craver, F. H. Beddingfield, T. A. Little, and J. F. White.

Variety Club

Tent 13, Philadelphia

"Top of the World" was screened through the courtesy of United Artists.

Chief Barker Louis Goffman was on Steve Allison's show over WPEN and plugged Johnny Night, which takes place June 1. Details of the affair will appear in the next issue of MOTION PICTURE EXHIBITOR. The Daily News did a wonderful promotional job on the event.

MOTION PICTURE
EXHIBITOR
SERVISECTION

The original Pink Section evaluations of features and shorts

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SECTION TWO
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JUNE 1, 1955

BUENA VISTA

Davy Crockett, King Of The Wild Frontier

OUTDOOR DRAMA 95M.

(Technicolor)

ESTIMATE: Headed for higher returns.

CAST: Fess Parker, Buddy Ebsen, Basil Ruysdael, Hans Conreid, William Bakewell, Kenneth Tobey, Pat Hogan, Helene Stanley, Nick Cravat, Don Megowan, Mike Mazurki, Jeff Thompson, Henry Joyner, Benjamin Hornbuckle, Hal Youngblood. Produced by Bill Walsh; directed by Norman Foster.

STORY: In 1813 hostility between the Indians and the white settlers in the south erupts into warfare, and General Basil Ruysdael (Andrew Jackson) and his troops try to quell the Indians. Among the volunteers is Fess Parker (Davy Crockett), who with his friend and fellow scout, Buddy Ebsen, assists the soldiers in finding and fighting the Indians led by chief Pat Hogan. The latter and many of his chiefs escape, and a lengthy hit-and-run battle follows. Parker and Ebsen track him down, but Ebsen is captured. As he is about to be tortured and killed, Parker challenges Hogan to a hand-to-hand battle and wins. Instead of taking the Indian's life, he offers friendship and a chance to make an honorable peace. They go home, but the wanderlust hits Parker and he and Ebsen file for land further west in territory dominated by local bully Mike Mazurki. Parker takes on the title of magistrate, beating Mazurki in a fight. He receives word that his wife, Helene Stanley, has died. He is drafted into politics. Ruysdael, aiming for the presidency, endorses Parker for Congressman and they both win. Parker is lured away on a cross-country tour whereupon opponents try to push through a bill to deprive Indians of certain rights. He rushes back in time to defeat it. Through with Washington, he and Ebsen join the fight Texas is waging for her freedom from Mexico. They are joined at the Alamo by gambler Hans Conreid and Indian Nick Cravat. As all are killed around him when a charge overwhelms the small force, Parker is last seen fighting off a horde of enemy soldiers.

X-RAY: Despite the fact that the various episodes have been seen on television not once but twice, this should do highly attractive business not only with the youngsters, but with much of the adult population in many situations. Davy Crockett has captured American imaginations as have few heroes in such a short period of time, and this is evidenced by the tremendous sales of records and other associated items. The story is an interesting one that moves at a good pace. Parker and Ebsen make a fine team. Were it not for the furor and hullabaloo surrounding the Davy Crockett character, this might be an ordinary frontiersman vs. Indian action entry, but in view of the public reaction, much weightier consideration must be given and exhibitors would be wise to use all promotional aspects. There are immense possibilities for extra revenue in lobby and stand sales of related items. Two songs, "The Ballad Of Davy Crockett" and "Farewell," are heard. The screen play is by Tom Blackburn.

AD LINES: "Rough . . . Tough . . . Battlin' . . . Fightin' . . . Shootin'. He's 'Davy Crockett, King Of The Wild Frontier'"; "He Would Fight A Fierce Bear, A Savage Indian Or A Murderous Crook At The Drop Of A Hat"; "One Of The Greatest Fighters The Wild West Has Ever Seen."

MGM

Love Me Or Leave Me (527)

BIOGRAPHICAL DRAMA WITH MUSIC 122M.

(CinemaScope)
(Eastman Color)

ESTIMATE: High rating musical should hit the better money.

CAST: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Tom Tully, Harry Bellaver, Richard Gaines, Peter Leeds, Claude Stroud, Audrey Young, John Harding. Directed by Charles Vidor; produced by Joe Pasternak.

STORY: Doris Day as Ruth Etting refuses to let a customer get fresh in a dime-a-dance hall and is fired. James Cagney, small-time Chicago racketeer of the 1920's, offers to introduce her around. She knows his motives but agrees to permit him to get her a job. She is hired as a dancer but her real desire is to sing, and Cagney hires pianist Cameron Mitchell to coach her and make special arrangements. She goes far and Mitchell finds he is falling for her but is unable to break the hold Cagney has on her. Her debut is impressive and her climb up the ladder is assured, at which point Cagney is impressed and really becomes an active manager. His dictatorial attitude and manner cause nothing but dislike. With Robert Keith to help, she goes into the Ziegfeld Follies. Mitchell refuses to string along. She is a hit, but Cagney incensed at being thrown out of the theatre when he tries to horn in backstage, breaks her contract and gets her out. Day can no longer fight Cagney when he insists on her becoming his wife. She gets bigger although the old enthusiasm is no longer there. She is signed to make a film and is reunited in Hollywood with Mitchell. They try to minimize their feelings, but Cagney knows. He tries to open a lavish night club and when Day asks for a divorce in the midst of everything else, he shoots Cameron. He is bailed out of jail in time

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to see Day open his club on debut night in return for his past favors, but he is also convinced that she will never return to him.

X-RAY: Drama, situations and scenes that touch the heart, high quality performances, fine direction and production, a story that holds interest on high throughout with its off-beat characters and plot, and lots of tunes that are still popular today or that have a familiar ring, along with pretty gals, colorful settings, etc., are to be found in this highly entertaining entry. It should garner better reaction from adult audiences and must be sold so that the impression is created that this is not just another musical. It has infinitely more to offer. Doris Day is lovely to look at and can really sell a song as well as a dramatic situation, while James Cagney comes through with a performance that will be considered when awards are handed out. The screen play is by Daniel Fuchs and Isobel Lennart, based on a story by Fuchs. Music includes "I'll Never Stop Loving You," "Never Look Back," "Stay On The Right Side Of The Road," "You Made Me Love You," "Everybody Loves My Baby," "Mean To Me," "Sam, The Old Accordion Man," "Love Me Or Leave Me," "At Sundown," "Shaking The Blues Away," "It All Depends On You," "Ten Cents A Dance."

TIP ON BIDDING: Higher rates.

AD LINES: "She Had A Way With A Song Or With A Man"; "The Story Of Ruth Etting . . . Lots Of Drama, Heart-touching Emotion, Beautiful Gals, Tuneful Songs"; "An Entertainment Gem In Color And In CinemaScope Guaranteed To Please."

PARAMOUNT

The Far Horizons (5412)

MELODRAMA 108M.

(VistaVision)
(Color by Technicolor)

ESTIMATE: Interesting programmer.

CAST: Fred MacMurray, Charlton Heston, Donna Reed, Barbara Hale, William Demarest, Alan Reed, Eduardo Noriega, Larry Pennell. Produced by William H. Pine and William C. Thomas; directed by Rudolph Mate.

STORY: In 1804, Fred MacMurray, secretary to President Thomas Jefferson, is assigned to explore and map the newly-purchased Louisiana Territory and to reach the Pacific Coast if possible. MacMurray picks Charlton Heston to share command with him. MacMurray is in love with Barbara Hale, but she falls for Heston. The friendship between the two men is unaffected, however. They come across an Indian chief who proves hostile. When he orders an attack, captive Indian maiden Donna Reed reaches them in time to save them from ambush. She guides them to the land of her people and also falls in love with Heston. The latter eventually finds himself torn between his feelings for Reed and Hale. They are welcomed by her brother, chief Eduardo Noriega, who arranges for their safe conduct, only to have his plans altered by jealous Larry Pennell, to whom Reed was promised before her capture. An ambush takes some men, and Pennell is killed, with the expedition pushing on. MacMurray cannot stand the relationship that develops between Heston and Reed, knowing that Hale is waiting at home, and he orders her home. They refuse separation and MacMurray promises to prefer charges upon their return. After further hardships, they finally reach the Pacific and all the territory is claimed for the U. S. In Washington, they are honored for their services and Reed sees that she would be out of place in the white man's world. MacMurray forgets the charges and Heston weds Hale.

X-RAY: Based on the historical Lewis and Clark expedition, this entry shapes up as an attractive film for the program with lots of action and excitement. The release should prove a draw to youngsters who come across this portion of history in their classrooms. The pace is good and interest is held on high pretty much throughout. Performances by the cast are okeh and the direction and production are good. The screen play is by Winston Miller and Edmund H. North, based on the novel "Sacajawea of the Shoshones," by Della Gould Emmons.

TIP ON BIDDING: Fair program rates.

AD LINES: "History In The Making Brings A New Excitement To The Screen In VistaVision And In Technicolor"; "An Exciting Tale Of Adventure In Early America"; "An Indian Maiden Was Responsible For The Success Of The Lewis And Clark Expedition—Don't Miss Her Exciting Story Of Love And Adventure."

20TH-FOX

The Adventures Of Sadie (508)

COMEDY 88M.

(English-made) (Eastman color)

ESTIMATE: Satisfactory comedy for the art spots.

CAST: Joan Collins, George Cole, Kenneth More, Robertson Hare, Hermione Gingold, Walter Fitzgerald, Hattie Jacques, Felix Felton, Lionel Felton, Anthony Tancred, Michael Meacham. Produced by George Minter; directed by Noel Langley.

STORY: Aboard a passenger steamer somewhere in the Pacific are Joan Collins, cynical George Cole, who hates the sight of Collins, professor Robertson Hare, and Irish stoker Kenneth More. The ship is rammed by a freighter, and Collins, Cole, Hare, and More find themselves alone in a lifeboat and soon land on a deserted island. Hare suggests that the three men agree to be perfect gentlemen where Collins is concerned. As time passes, both Cole and Hare attempt to romance Collins. They meet with little success and occupy most of their time by jealously quibbing with each other. More sits around enjoying the feuding and keeps his distance with Collins. A year passes, and the group is finally rescued by a schooner. Collins now insists that she marry More, but he refuses. A sudden crash takes place, this being followed by scenes showing Cole in a lifeboat with a Chinese cook, Hare trapped on an island by an elderly spinster, and Collins finding More strumming a guitar in a hut on the island.

X-RAY: This British entry takes the form of a well-made and highly amusing farce that will best serve in art and specialty spots. Its desert island theme, in adition to being a laugh inducer, can be used for maximum exploitation. Individual character portrayals are well handled, as is direction and production. Color photography adds. Adapted for the screen by Noel Langley.

TIP ON BIDDING: Depends on situation.

AD LINES: "Three Men And A Girl Alone On A Desert Island . . . Need We Say More"; "You've Never Seen A Gal Like Sadie"; "Sadie Was Cold And Aloof . . . But A Desert Island And Three Men Changed That."

That Lady (504)

MELODRAMA 100M.

(Filmed in Spain) (CinemaScope)
(Print by Technicolor)

ESTIMATE: Costume meller will need plenty of push.

CAST: Olivia de Haviland, Gilbert Roland, Paul Scofield, Francoise Rosay, Dennis Price, Anthony Dawson, Robert Harris, Peter Illing, Pepe Nieto, Christopher Lee, Andy Shine, Angel Peralta. Produced by Sy Bartlett; directed by Terence Young.

STORY: In 1570, King of Spain Paul Scofield pays a visit to the country palace where princess Olivia de Haviland is staying with her seven-year-old son, Andy Shine, still in mourning for her husband, who died three years before. It is evident that Scofield and de Haviland are friends from childhood, and he asks her to come to Madrid to help minister Gilbert Roland overcome objections of the royalty to accepting him, a commoner. She agrees reluctantly. She encounters Roland first at a bullfight, where he saves the life of her cousin, Anthony Dawson. Roland spies Pepe Nieto leaving her palace and warns her that he is disloyal to Scofield and supports his exiled princely brother. Politics give way to romance. Scofield signs Nieto's death warrant, but Roland pleads for postponement. He and Nieto have a fight and, later, Nieto is killed by mysterious assassins with Roland being blamed. The latter demands a trial intending to use the warrant to force a decision in his favor, but torture of a faithful servant brings about its recovery by Scofield. De Haviland intercedes with Scofield but he, jealous over her love for Roland, has her confined in protective custody, which causes her to become very ill. The Cardinal informs Scofield another has confessed the crime, and he releases de Haviland. He is about to release Roland, but others help him escape, which infuriates Scofield. Scofield overhears minister Dennis Price confess the killing and has him imprisoned: Roland sees de Haviland and agrees to take Shine with him to safety, not knowing she is dying.

X-RAY: Attractive and impressive settings, colorful costumes, and a sense of authenticity are in the film's favor. However, on the other side of the ledger is a slow-moving, over-long story that depends on conversation to get across its points. The cast is good, but a quickening of pace would have benefited the entry as a whole. The screen play is by Anthony Veiller and Sy Bartlett, based on the novel by Kate O'Brien.

TIP ON BIDDING: Fair program rates.

AD LINES: "She Had A Reputation For The Unusual . . . In Romance . . . In Her Relations With The King Of Spain And His Officials"; "A Drama Of Intrigue And Romance Filmed In Glamorous Spain In Color And In CinemaScope"; "Adventure And Romance Walked In The Night With 'That Lady'."

The Magnificent Matador (513)

DRAMA 94M.

(CinemaScope) (Eastman color)
(Filmed in Mexico)

ESTIMATE: Entry has angles.

CAST: Maureen O'Hara, Anthony Quinn, Manuel Rojas, Thomas Gobez, Richard Denning, Lola Albright, William Brooks Ching, Eduardo Noriega, Lorraine Chanel, Anthony Caruso. Produced by Edward L. Alperson and Carroll Case; directed by Budd Boetticher.

STORY: Famous bullfighter Anthony Quinn faces his next fight with trepidation since it marks the debut of his protege, 18-year-old Manuel Rojas, who he feels is too young. At the last minute he runs away and is followed by American Maureen O'Hara, who has been attracted to him since she first saw him in the bull ring a few years back. She offers him refuge in her country home, promising him peace and quiet. Jealous suitor Richard Denning makes a scene and informs reporters and Rojas of Quinn's whereabouts, but they take off before they can be trapped. At the ranch

of Thomas Gomez, they realize they are in love, and he informs O'Hara that the reason he refused to enter the ring with Rojas was that he is his son born out of wedlock, which resulted in the death of his mother. O'Hara persuades him to reveal his identity to Rojas, and he learns that the boy knew it all along. Realizing it is futile to keep him from the bull ring since it is in his blood, they go into the arena and put on a show of exceptional daring. It is apparent that Quinn will soon retire to be with O'Hara and that Rojas will take over the family mantle.

X-RAY: There are some good bull fight sequences to be found here, impressive surroundings and settings not seen too often, romance, a fairly interesting story, and good performances, along with efficient direction and production. With a little extra selling, this should do okeh as part of the program. A song, "Magnificent Matador," is heard. The screen play is by Charles Lang based on a story by Budd Boetticher.

TIP ON BIDDING: Fair program rates.

AD LINES: "I Killed His Mother . . . I Can't Kill My Son"; "It Was Kill Or Be Killed . . . His Decision Was A Hard One To Make"; "She Gave Her Love Without Any Strings Attached."

Soldier Of Fortune (514)

MELODRAMA 96M.

(CinemaScope) (Color by DeLuxe)
(Partially filmed in Hong Kong)

ESTIMATE: Adventure yarn has high potential.

CAST: Clark Gable, Susan Hayward, Michael Rennie, Gene Barry, Alex D'Arcy, Tom Tully, Anna Sten, Russell Collins, Leo Gordon, Richard Loo, Mel Welles, Soo Young. Produced by Buddy Adler; directed by Edward Dmytryk.

STORY: Susan Hayward, wife of photographer-correspondent Gene Barry, arrives in Hong Kong to find out what has happened to her husband, who disappeared on the Chinese mainland. She asks police inspector Michael Rennie for a lead, and he suggests that perhaps Clark Gable might be able to help her since his contacts are many and varied, and he often deals outside the law. She meets him and they are attracted to each other, but she refuses to grant him any favors to enlist his aid and leaves. She tries on her own but gets nowhere and returns to Gable, who agrees to help her with no strings attached. They get better acquainted and he states that he wants Barry out of China so that he might stand a chance with her. She gets a lead to Mel Welles, who saw Barry last and she goes to Macao to talk to him. He takes her money and keeps her a prisoner. Word gets back to Gable that Barry is alive and in a Commie jail and that Hayward went to see Welles. He readies his boat as Rennie decides to inspect it. Rennie is made a prisoner as it sails off. At Macao, he rescues Hayward, and they set off for the mainland after he sends her back to Hong Kong. Rennie helps and they rescue Barry under cover of darkness and fog. A patrol boat pursues and Gable holds them off with a hidden gun until they reach safety. Hayward and Barry prepare to leave although the latter senses her feelings for Gable. At last minute she returns to Gable after Barry confesses that marriage is not for him and that he'll be off again shortly seeking other actions and events. Gable and Hayward plan to leave for the states eventually and a life together.

X-RAY: Smacking of adventure, intrigue, and villains in up-to-date dress, this entry should satisfy most seekers of melodramatic and exciting film fare. Clark Gable is fine in the lead, as is Hayward, while the balance of the cast backs them well. It moves at a good pace, and though the ending is a shade too pat, it is still satisfying. The authenticity of scenes filmed in and around Hong Kong in CinemaScope adds considerably to the film's value. Direction and production are in the better category. The screen play is by Ernest K. Gann, who also wrote the novel.

TIP ON BIDDING: Higher rates:

AD LINES: "High Adventure In Mysterious Hong Kong"; "He Risked His Life So That He Could Stand A Chance With Another Man's Wife"; "Thrills . . . Adventure . . . Action . . . Follow The 'Soldier Of Fortune' And His Lady In Far Away Hong Kong."

UNITED ARTISTS

The Sea Shall Not Have Them

MELODRAMA 91M.

(Angel)
(English-made)

ESTIMATE: Fair entry for the art and specialty spots.

CAST: Michael Redgrave, Dirk Bogarde, Anthony Steel, Nigel Patrick, Bonar Colleano, Jack Watling, James Kenney, Sydney Tafler, Ian Whittaker, George Rose, Victor Maddern, Michael Ripper, Glyn Houston, Jack Taylor, Michael Balfour, Paul Carpenter, Eddie Byrne, Anton Diffring, Griffeth Jones, Guy Middleton, Jack Lambert. Produced by Daniel M. Angel; directed by Lewis Gilbert.

STORY: In 1944, a British plane carrying Michael Redgrave and his briefcase filled with vital secret documents, is shot down in the North Sea. Redgrave and the crew, which consists of Dirk Bogarde, Jack Watling, and Bonar Colleano, climb into a rubber raft. When British intelligence learns of the downed plane, an air-sea rescue launch, commanded by Anthony Steel, sets out from the British coast in search of survivors. The raft drifts with the wind and a storm takes shape. The men are plagued by weariness, cold, and injuries, but no help seems in sight since the raft's exact location is not known. The launch commanded by Steel is joined by another one, and a seaplane also aids in the search. As the storm increases, conditions aboard the raft worsen. The four weakened men find themselves drifting into a mine-field near enemy held territory. The rescue launch commanded by Steel breaks down. After repairs are made, the launch continues its search and finally locates the raft. Enemy coastal batteries begin to fire, but the rescue is made and the launch speeds homeward.

X-RAY: This British action meller contains elements of suspense and interest, but it is uneven in makeup and sometimes slow moving. Performances are good, as is direction. Screen play is by Lewis Gilbert and Vernon Harris, from the novel by John Harris. It probably is best suited for art and specialty spots or the lower half in some situations.

AD LINES: "They Fought The Sea For Human Lives"; "The True Story Of A Daring Band Of Men Who Snatched Fliers From The Jaws Of Death"; "Their Reward Was Not Glory, But The Gratitude Of The Men They Saved."

U-International

Ain't Misbehavin' (529)

COMEDY WITH MUSIC 81½M.

(Print by Technicolor)

ESTIMATE: Fair programmer.

CAST: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner, Barbara Britton, Dani Crayne, Harris Brown. Produced by Samuel Marx; directed by Edward Buzzell.

STORY: Wealthy young executive Rory Calhoun is impressed with Piper Laurie during a TV demonstration, and they become better acquainted when he meets her at the night club where she dances. His public relations expert, Jack Carson, tries to dissuade him, figuring she is another gold digger, but they fall in love and marry. His high place in society and friends convince her that she is out of place, and she is determined to learn what is expected of a girl in her position. With friend Reginald Gardiner coaching her, she falls into the stuffed shirt pattern, and Calhoun is left to seek fun by himself. They arrange to part and she surprises Carson and everyone else by refusing any of his money. Carson realizes that they are in love and he fixes things so that they are reunited, with Laurie realizing she needn't change to hold Calhoun. They decide to try again.

X-RAY: This should round out the program in okeh fashion with a familiar yarn, average performances, and okeh direction and production. There are several cute musical numbers to liven things up as well as some attractive girls in the background. Music heard includes "Ain't Misbehavin'," "A Little Love Can Go A Long Way," "The Dixie Mambo," "I Love That Rickey Tickey Tickey." Edward Buzzell, Philip Rapp, and Devery Freeman are responsible for the screen play, based on the story "Third Girl From The Right" by Robert Carson. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Program rates.

AD LINES: "She Had A Way With Men And Music"; "Fun For All Along With Cute Gals And Lively Music"; "Start The Day Off Right With A Fast-Moving Comedy Of A Guy And A Gal In Love."

WARNERS

Mister Roberts (418)

COMEDY 123M.

(CinemaScope) (WarnerColor)

ESTIMATE: High rating.

CAST: Henry Fonda, James Cagney, William Powell, Jack Lemmon, Betsy Palmer, Ward Bond, Phil Carey. Produced by Leland Hayward. Directed by John Ford and Mervyn LeRoy.

STORY: During the second World War, most ships of the U. S. Navy have fighting the enemy on their agenda, but not the cargo vessel commanded by James Cagney which ventures from one supply port to another rearranging cargo. Everybody on board hates Cagney. They also hate a beaten up palm tree, his pride and joy, given him by the admiral. Foremost among the haters is Henry Fonda, second officer, who wants a transfer into the fighting, repeatedly turned down by Cagney because of his efficiency and ability to run the ship. Doctor William Powell, ensign Jack Lemmon, and chief Ward Bond share his feelings. Things are enlivened in port when Lemmon interests a group of nurses to visit aboard ship, but the visit is brief and non-satisfying. At the next port, the crew is still denied shore leave by Cagney, and when Fonda objects, Cagney agrees to a deal allowing them ashore if Fonda will stop putting in for transfer and if he shows him the proper respect. Fonda agrees for the sake of the men and they have a rip-roaring time almost taking the place apart. At sea, they learn the war in Europe is over and Fonda celebrates by throwing Cagney's plant overboard. Life becomes miserable again. The crew learn of Fonda's deal, and in thanks, forge Cagney's approval on transfer papers. Lemmon is moved up to take his place as cargo officer, and

the existence is routine until a letter is received from Fonda, who tells them it takes real courage to serve as they are serving. In the same mail comes notice of the death of Fonda in action. Lemmon, enraged, throws the new palm overboard and thunders into Cagney to confess at the top of his lungs, and Cagney realizes he has another Fonda-type on his hands all over again.

X-RAY: It's hard to see how this film unreels at such a high level from start to finish without letdown. The entry is without a doubt one of the funniest seen in many years and one of the best as well. Audiences will be entertained thoroughly by the filmization of the hit Broadway play, and word of mouth will spread its acclaim far and wide, resulting in higher returns at boxoffices everywhere. It's difficult to determine what to praise first, whether it be the outstanding direction and fine production, or the excellent characterizations by the entire cast, or the high calibre performances turned in by the top four stars, Fonda, Cagney, Powell, and Lemmon, or the rapid-fire, entertaining pace that insures fun and laughter from start to finish. A sneak preview audience had a wonderful time. The screen play is by Frank Nugent and Joshua Logan, based on the play by Thomas Heggen and Logan, based on the novel by Heggen. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Highest rates.

AD LINES: "Over Two Hours Of Solid Fun And You'll Be Begging For More"; "Everybody Agrees That This Is One Of The Funniest Films In Years"; "A Stage Hit Is Made Into An Even Bigger And Better Film Hit. This One Must Be Seen By Everyone."

ENGLISH FILMS

Midnight Episode

MYSTERY COMEDY
78M.

(Fine Arts)
(English-made)

ESTIMATE: Entertaining entry for the art spots.

CAST: Stanley Holloway, Leslie Dwyer, Reginal Tade, Meredith Edwards, Wilfrid Hyde White, Joy Shelton, Natasha Parry, Raymond Young, Leslie Perrins, Sebastian Cabot, Campbell Copelin. Produced by Theo Lageard; directed by Gordon Parry.

STORY: London tramp Stanley Holloway opens a car door and finds an apparently lifeless driver. Holloway rushes to get help and returns to find the car gone. He discovers a wallet containing 200 Pounds which he hides in a cafe. Holloway takes the money to the police, with a concocted story, hoping that it would not be claimed and thus be his property. Following up a clue he finds in the wallet, Holloway meets the wife of man he saw in the automobile. The newspapers have reported as missing the owner of a night club. The tramp goes to the club and meets the club owner's daughter, Natasha Parry, and Raymond Young, club manager. The police arrive and take Holloway to the morgue where he identifies the body of Harris. An attack is made on the tramp by someone searching for the wallet. Holloway is hospitalized, and upon his release he is kidnapped by the murderer. The murderer believes that Holloway is in possession of the wallet which contains the murderer's counterfeit money. The police have obtained the wallet, and from it trace the whereabouts of the killer. They arrive at a strategic moment and save Holloway's life.

X-RAY: With Stanley Holloway supplying most of the laughs in his role of a scholarly tramp, this entry contains both amusement and interest. The mystery plot has elements of mild suspense. Best suited for art and specialty audiences, the film is well made and includes good performances and direction. Adapted for the screen by Reeve Taylor and Rita Barisse, from the novel "Monsieur La Souris," by Georges Simenon.

AD LINES: "Just A London Tramp, But What He Knew Could Mean His Life"; "When A London Tramp Is Pursued By A Band Of Killers, Anything Can Happen . . . And Anything Does!"; "For Laughs, Mystery, And Just Plain Enjoyment—This Is A Must."

FOREIGN

Gran Varieta

COMEDY DRAMA MUSICAL
102M.

(Continental)
(Italian-made) (English titles)
(Color)

ESTIMATE: Okeh import for art spots.

CAST: Vittorio De Sica, Lea Padovani, Delia Scala, Carlo Croccolo, Lily Granado, Alberti Sordi, Lauretta Masiero, Maria Fiore, Nico Pepe, Mario Siletti, Renato Malavasi, Carlo Mazzarella, Giuseppe Porelli. Produced by Carlo Infascelli; directed by Domenico Paolella.

STORY: The film is in five parts, each a complete episode centering around the theme of Italian vaudeville from 1900 to the First World War. The first episode takes place in a music hall of Rome around the turn of the century. Juggler Nico Pepe obtains for his act the goat of country girl Maria Fiore. Fiore manages to get into the act and makes an unexpected hit, her success bringing a number of suitors. Fiore marries a big game hunter. The second episode deals with quick-change-artist Alberto Sordi. In order to be alone with beauty Lauretta Masiero, Sordi must get rid of her admirers. He accomplishes this by luring them away through the use of various impersonations. Carlo Croccolo, a comedian famous for his satires on military life, is the principal character in the third episode. He is drafted into the army and forced to leave his partner-sweetheart Lily Granado. In the army, he is considered a clown, but he proves himself by giving his life in order to get a message through enemy lines. The next episode deals with Vittorio De Sica and partner Lea Padovani. De Sica is declining in popularity and blames it on Padovani. He replaces her with singer Delia Scala. Scala clicks with the public and De Sica continues to flop. He contemplates suicide, but Padovani returns and talks him out of it. The final episode deals with the production of a show that is continually being disrupted by the intervention of a theatrical censor. The film ends with a brief review of types of shows popular in Italy during and after World War Two.

X-RAY: This film has a varied supply of entertaining features. The entry's five independent yet smoothly connected episodes are saturated with good comedy, light drama, and an abundant amount of song, dance, and music. Performances and direction are well handled, while production and settings are ideally geared to the film's music hall theme. Screen play is by Dino Falconi, Oreste Biancoli, Vinicio Marinucci, Michele Gualdieri, D. Paolella.

AD LINES: "Great International Stars Tell The Story Of Italy's Finest Performers"; "The Story Of The Music Halls Of Rome . . . And The Great Performers That Made Them Famous"; "Guaranteed To Entertain And Delight."

Hamido

MELODRAMA
122M.

(David Gould)
(Egyptian-made) (English titles)

ESTIMATE: Import has selling angles as novelty.

CAST: Hoda Soultan, Farid Chawky, Tahia Carioca, Mahmoud Meligui. Produced by Farid Chawky; directed by Niazi Moustapha.

STORY: Farid Chawky, poor but ambitious fisherman, supplements his income by engaging in opium smuggling. He gets the dope from other countries and smuggles it into Egypt by dumping it into the sea in tin cans and then picking it up at night. Chawky is known as a peaceful man, but when a fellow fisherman tries to molest his girl, Hoda Soultan, he fights it out with him and wins. On one of his night recovery missions, Chawky escapes police arrest by giving the opium tin to Soultan. Chawky must deliver an opium shipment to an unknown gang. He enlists Soultan's aid and avoids police detection. Arriving at the cafe where the dope is to be delivered, Chawky instructs Soultan to make the contact while he sits down and waits. The gangleader becomes suspicious of Chawky and instructs his men to rough him up. A battle ensues, with Chawky emerging the victor. The leader is pleased and convinces Chawky to join the gang. The leader's girl, Tahia Carioca, becomes too attached to Chawky. The jealous gangleader tips off the police that Chawky is carrying dope. He, however, escapes arrest and returns to battle the leader. Again Chawky is victorious and is acknowledged as the new gangleader. Chawky has made Soultan pregnant but he ignores her and decides to marry Carioca. On the wedding day, the former gang leader gathers a new gang and proceeds to break up the wedding. The police arrive and Chawky flees to his fishing boat where he is confronted by Soultan. He attempts to shoot her, but is himself cut down by a police machine-gun.

X-RAY: This Egyptian entry should make interesting and unusual fare for art and specialty houses. Although the picture is primarily a vehicle for action, violence, and intrigue, it has also an exotic flavor, captured through the use of location filming, authentic chants, and suggestive dances, the latter occupying a good portion of the footage.

AD LINES: "A Tale Of Brutality, Intrigue, And Romance"; "A New Kind Of Thrill"; "She Was Willing To Give Her Life For Him . . . Yet She Took His."

MISCELLANEOUS

Mambo Burlesk

BURLESQUE
52M.

(William Mishkin)

ESTIMATE: Satisfactory for burlesque spots.

CAST: Rita Ravell, Misty Ayers, Mitzi Doerre, Deena Prince, Rhea Walker, Lee Barry, Bobby Cruz, Harry Keaton, Snuffy Smith. Produced by Harry Wald; directed by Phil Tucker.

STORY: Two penniless men enter a small Mexican night spot. The stage show consists of various girls doing dance and strip numbers, most of them dressed in Latin outfits and stripping to Latin American music. The men are joined by girls. When the properietor announces that he will sing, the men begin to heckle him in a comedy routine. A girl puts knock-out drops in one of the drinks. The girls order everything in the place. When it comes time to pay the bill, the men argue about who is to pay, each one insisting on paying. Finally, the men give the proprietor hard luck stories as an explanation for why they cannot pay.

X-RAY: This film is adequate for burlesque houses. It liberally displays the talents of the dancing girls, and has a sufficient supply of low comedy which will be familiar to all burlesque patrons.

AD LINES: "Burlesque, As You Like It"; "Loaded With Gals Who Strip Latin Style"; "Just The Thing To Pep You Up."

The Shorts Parade

TWO REEL

Musical

WEBB PIERCE AND HIS WONDERIN' BOYS. U-I—Musical Featurettes. 16m. Sue Thompson and Hank Penny harmonize in "Tater Pie." Next Marion Colby is heard in "If It Weren't For Girls." Sue Thompson continues the songfest with "I'm Not That Kind Of A Girl." Webb Pierce solos in "Slowly" and "I'm Gonna Fall Out Of Love With You," and then joins Red Sovine in "In The Jailhouse Now." Marion Colby and Red Sovine do a duet to the tune of "Are You Mine." FAIR. (1308).

Sports

ROCKY MARCIANO VS. DON COCKELL. UA. 21m. Filmed in San Francisco under the production guidance of Leslie Winik, this championship fight has much to offer in the way of excitement and savagery. Nine rounds are shown, at which time the referee gave the bout to Marciano on a technical knockout. The eighth and ninth rounds are the climactic ones, with Cockell taking his worst beatings. Since this was not on TV, except closed circuits, there may be more interest in it for fight fans. GOOD.

ONE REEL

Color Cartoons

BEDTIME BEDLAM. U-I—Walter Lantz Cartunes. 6m. Woody Woodpecker agrees to baby sit for $50. When he arrives at the home, he discovers the parents gone and that his charge is a baby gorilla. Woody now attempts to put the gorilla to sleep, and after numerous failures he succeeds by dropping a rock on his head. When he discovers that the parents have boarded a plane bound for Africa, Woody shoots it down, wakes up the gorilla, and leaves the premises. GOOD. (1328).

DIXIELAND DROOPY. MGM—Cartoons. 7m. Droopy, musical genius, lives on the city dump, conducts "dixieland" music via phonograph record. He is stopped by many unappreciative neighbors, others, but always manages to save the record, until finally it breaks. He wanders into a flea circus where the fleas play his favorite "dixieland" tune, and walks out with the act. He proves a sensation after leading the owner of the fleas a merry chase, is booked for an appearance at Hollywood Bowl, where he is acclaimed, with no one able to fathom the mystery of the invisible "dixieland band" coming from the dog conductor. EXCELLENT. (W-640).

DOWNHEARTED DUCKLING. MGM—Cartoons. 7m. Jerry meets up with the "ugly duckling," bent upon committing suicide by offering himself to Tom, the cat, to eat. Jerry thwarts this at all turns, tries to convince the duckling that she is not really ugly, pretties her up with beauty preparations, mud packs, etc. This scares Tom silly, with the windup having the duckling meeting a male duck, who says he thinks she is cute. GOOD. (W-639).

EL GAUCHO GOOFY. RKO—Walt Disney Re-Releases. 8m. When first reviewed in THE SERVISECTION as part of "Saludos, Amigos" in December, 1942, it was said: "Goofy, a lazy Texas cowboy, is whisked to the pampas where he learns gaucho customs, habits, how to use Argentine riding equipment, swing a bolas, etc., is also introduced to Argentine dances, meets Caballo, a love-smitten horse, and is finally transported back to Texas, still amazed at what he's seen. GOOD." (54110).

FIELD AND SCREAM. MGM—Cartoons. 7m. Ed decides to go fishing. He tries lakes, streams, and ponds but always runs into competition from other fishermen. He tests different types of unique reels and lures, but only manages to catch a minnow. When Ed goes hunting he tries out different types of guns with no success. His dog is continually outwitted by wild ducks, and Ed winds up being captured by a deer. GOOD. (W-641).

MOUSE FOR SALE. MGM—Cartoons. 7m. Tom captures Jerry, paints him white, and sells him as a white mouse. The money that the cat receives happens to get into the hands of the mistress of the house. She buys back Jerry, thinking him to be a white mouse. Tom tries to betray Jerry's identity by revealing his true color, but everytime Tom manages to wipe off the mouse's coloring, Jerry immediately assumes his former disguise with shoe polish and flour. Finally Tom turns himself into a white cat which delights the mistress. FAIR. (W-642).

PEDRO. RKO—Walt Disney Cartoon Re-Releases. 8m. When first reviewed in THE SERVISECTION as part of "Saludos, Amigos" in December, 1942, it was said: "This is the story of a baby plane at a Chilean flying field, which endeavors to take his father's place on a mail run to Argentine when the latter is indisposed with a cold in his cylinder head. After thrilling experiences with the elements, he finally reaches his frantic parents. GOOD." (54109).

CinemaScope Color Novelty

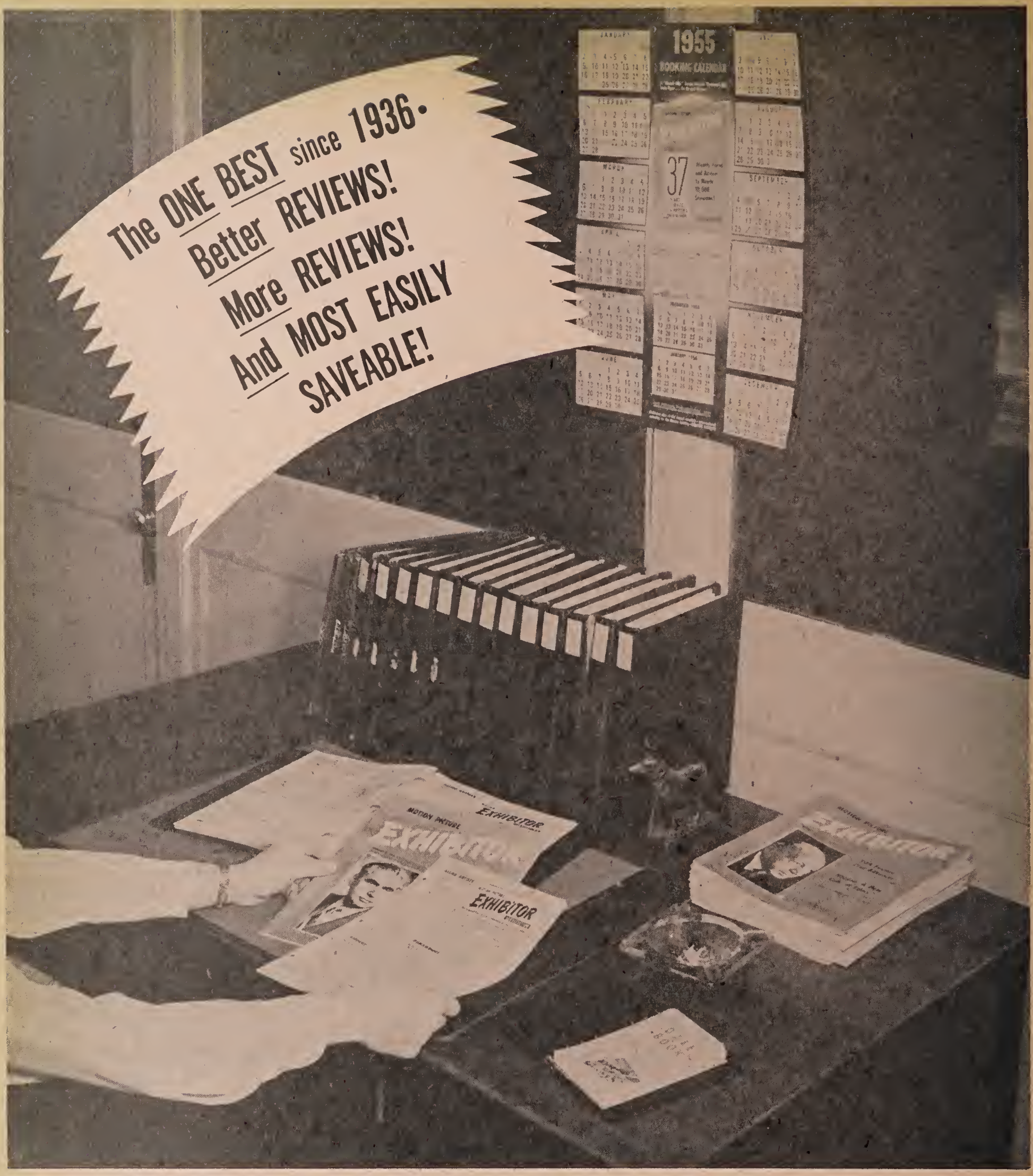
TEARS OF THE MOON. 20th Century-Fox—CinemaScope Specials. Color. 10m. When a Japanese learned how to artificially stimulate the growth of pearls, he was on the way to untold riches and the world benefitted with more beauty. Seeds are planted in oysters and women divers plant them on the ocean's bottom with the occupation being passed on from generation to generation. On land, too, the oysters grow pearls by artificial insemination in special oyster farms where special equipment is used to produce a pearl over a three-year period. During that time, they are frequently counted, cleaned, and inspected after which they are returned to their watery containers to mature. The end results are polished, graded, strung, and otherwise made ready for a waiting market. EXCELLENT. (7507).

Color Novelty

THIRD AVENUE EL. Ardee. Color. 12m. This is an interesting attempt at experimental photography affording an el's-eye view of New York in rather poor color. The most interesting segments are those of the el hurtling along rails, shown in negative form. FAIR.

Color Travel

THAILAND. Republic—This World Of Ours. 10m. Seen is Thailand, formerly known as Siam. The Asiatic land contains exotic sights such as ornamental temples, Buddhist statues, and the grand palace. These ancient landmarks can be contrasted with modern avenues and buildings which are seen in Thailand's large cities. The people of the country are shown farming, herding elephants that work in the forests, dancing in native costumes, and engaging in traditional sports. This is in Trucolor. GOOD. (5386).



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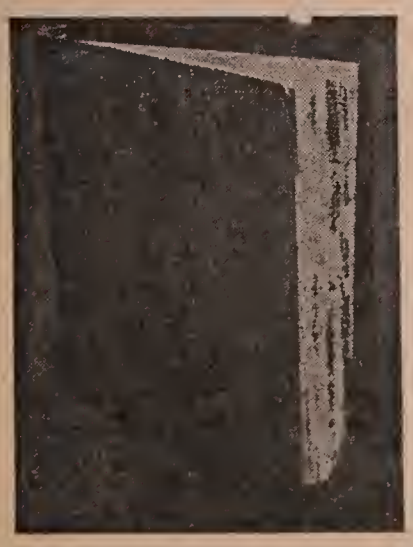

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HIGH SOCIETY—61m.—Allied Artists 3941
HIT THE DECK—112m.—MGM 3930
HOLIDAY FOR HENRIETTA—103m.—Ardee 3924
HUMAN DESIRE—90m.—Columbia 3822
HUMAN JUNGLE, THE—82m.—Allied Artists 3837
HUNTERS OF THE DEEP—64m.—DCA....3908

I

I COVER THE UNDERWORLD—70m.—Republic 3958
I REMEM8ER MAMA—119m.—RKO 3962
ILLICIT INTERLUDE—90m.—Hakim 3873
IMMORTAL CITY, THE—78m.—Realart 3932
IMPOSTER, THE—89m.—Brandon 3946
INDISCRETION OF AN AMERICAN WIFE—63m.—Columbia 3823
INFORMER, THE—92m.—RKO 3951
INSPECTOR CALLS, AN—80m.—Associated Artists....3892
INTERRUPTED MELODY—106m.—MGM 3943
INTRUDER, THE—84m.—Associated Artists 3924

J

JAIL BAIT—70m.—Howco 3899
JAMBOREE—54m.—EPI 3865
JESSE JAMES' WOMEN—83m.—UA 3839
JUMP INTO HELL—93m.—Warners 3945
JUNGLE MAN-EATERS—68m.—Columbia 3823
JUNGLE MOON MEN—70m.—Columbia 3942
JUPITER'S DARLING—96m.—MGM 3905

K

KARAMOJA—60m.—Hollmark 3830
KILLER LEOPARD—70m.—Allied Artists 3861
KILL HIM FOR ME—90m.—Waldman 3840
KISS ME DEADLY—105m.—UA 3958

L

LADY AND THE TRAMP—75m.—8uena Vista....3957
LAND OF FURY—82m.—U-I....3931
LAST TIME I SAW PARIS, THE—116m.—MGM 3870
LAW vs. BILLY THE KID, THE—73m.—Columbia....3823
LAWLESS RIDER, THE—62m.—UA 3863
LIFE IN THE BALANCE, A—74m.—20th-Fox....3906
LONG GRAY LINE, THE—138m.—Columbia 3913
LONG JOHN SILVER—109m.—DCA 3918
LOOTERS, THE—87m.—U-I 3952
LOVE IN THE CITY—90m.—I.F.E. 3949
LOVE ME OR LEAVE ME—122m.—MGM 3969
LOVERS, HAPPY LOVERS—105m.—AFE 3856

M

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MAMBO 8URLESK—52m.—Mushkin 3972
MAN CALLED PETER, A—119m.—20th-Fox 3944
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MAN WITHOUT A STAR—89m.—U-I....3932
MANY RIVERS TO CROSS—92m.—MGM 3915
MARTY—89m.—UA 3945
MASTER PLAN, THE—77m.—Astor 3922
MASTERSON OF KANSAS—73m.—Columbia 3877
MAURAUDERS, THE—81m.—MGM 3950
MERRY-GO-ROUND—100m.—Casino 3953
MIDNIGHT EPISODE—78m.—Fine Arts 3972
MISS GRANT TAKES RICHMOND—87m.—Columbio....3845
MISTER ROBERTS—123m.—Warners 3971
MOONFLEET—89m.—MGM 3961
MURDER IS MY BEAT—77m.—Allied Artists....3921
MYSTERY LAKE—60m.—Lansburgh 3865

N

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P

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PHFFFT—91m.—Columbia 3862
PIRATES OF TRIPOLI—78m.—Columbio....3914
PORT OF HELL—80m.—Allied Artists 3885
PRINCE OF PLAYERS—102m.—20th-Fox 3898
PRINCESS CINDERELLA—72m.—Carroll 3946
PRIVATE HELL 36—81m.—Filmakers 3830
PRIZE OF GOLD, A—98m.—Columbia 3961
PRODIGAL, THE—114m.—MGM 3943
PROFILE—65m.—American Feature Att. 3892
PURPLE PLAIN, THE—100m.—UA 3945
PUSHOVER—88m.—Columbia 3824

Q

QUEST FOR THE LOST CITY—60m.—RKO....3898

R

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RACERS, THE—92m.—20th-Fox 3916
RAGE AT DAWN—87m.—RKO 3937
REAP THE WILD WIND—122m.—Paramount....3855
REAR WINDOW—112m.—Paramount 3825
RETURN OF OCTOBER, THE—89m.—Columbia....3942
REVENGE OF THE CREATURE—82m.—U-I 3938
RICOCHET ROMANCE—80m.—U-I 3864
ROB8ERS' ROOST—82m.—United Artists....3963
ROGUE COP—92m.—MGM 3825
ROMEO AND JULIET—140m.—UA 3891
ROOGIE'S 8UMP—70m.—Republic 3838
RUNAWAY BUS, THE—78m.—Kramer-Hyams 3873
RUN FOR COVER—93m.—Paramount 3943

S

SABAKA—74m.—UA 3916
SABRINA—113m.—Paramount 3826
SANTA FE PASSAGE—90m.—Republic 3962
SARATOGA TRUNK—135m.—Warners 3879
SEA CHASE, THE—117m.—Warners 3964
SEA SHALL NOT HAVE THEM, THE—91m.—UA....3971
SEMINOLE UPRISING—74m.—Columbia 3957
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SHANGHAI STORY, THE—90m.—Republic 3838
SHE WOLF, THE—93m.—Republic 3855
SHE WORE A YELLOW RIBBON—103½m.—RKO....3827
SHIELD FOR MURDER—80m.—UA 3828
SHOTGUN—81m.—Allied Artists 3941
SHRIKE, THE—88m.—U.-I. 3964
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SIGN OF THE PAGAN—92m.—U-I 3871
SILENT RAIDERS, THE—65m.—Lippert 3885
SILVER CHALICE, THE—137m.—Warners 3891
SILVER STAR, THE—75m.—Lippert 3942
SITTING BULL—105m.—UA 3839
SIX 8RIDGES TO CROSS—96m.—U-I....3907
SLEEPING TIGER, THE—89m.—Astor 3853
SMOKE SIGNAL—88m.—U-I 3916
SNOW CREATURE—70m.—UA 3871
SOLDIER OF FORTUNE—96m.—20th-Fox 3971
SO THIS IS PARIS—96m.—U-I 3871
SQUARE RING, THE—73m.—Republic 3915
STAR IS BORN, A—182m. and 154m.—Warners....3847
STARS OF THE RUSSIAN 8ALLET—75m.—Artkino....3840
STEEL CAGE, THE—80m.—UA 3864
STRANGE LADY IN TOWN—112m.—Warners 3952
STRANGER ON HORSEBACK—66m.—UA 3931
STRANGER'S HAND, THE—86m.—DCA 3925
STRATEGIC AIR COMMAND—114m.—Paramount....3944
SUDDENLY—77m.—UA 3829
SUSAN SLEPT HERE—97m.—RKO 3827

T

TALL MAN RIDING—83m.—Warners 3964
TARGET EARTH—75m.—Allied Artists 3897
TARZAN ESCAPES—89m.—MGM 3862
TARZAN'S HIDDEN JUNGLE—73m.—RKO....3930
TARZAN THE APE MAN—102m.—MGM 3862
TEASERAMA—69m.—Beautiful 3908
TEN WANTED MEN—80m.—Columbia 3914
TERROR SHIP—72m.—Lippert 3838
THAT LADY—100m.—20th-Fox 3970
THEODORA, SLAVE EMPRESS—88m.—I.F.E. 3977
THERE'S NO BUSINESS LIKE SHOW 8USINESS —117m.—20th-Fox 3886
THEY RODE WEST—84m.—Columbia 3853
THEY WERE SO YOUNG—78m.—Lippert 3914
THIS ISLAND EARTH—87m.—U-I 3945
THIS IS MY LOVE—91m.—RKO 3846
THIS IS YOUR ARMY—55m.—Movietone News-U. S. Army 3893
THREE CASES OF MURDER—99m.—Associated Artists..3965
THREE FOR THE SHOW—91m.—Columbia 3929
THREE HOURS TO KILL—77m.—Columbia 3838
THREE RING CIRCUS—104m.—Paramount 3862

(Continued on page 3975)

Title, number of release with principal players are placed in the month of release. All dates are subject to change. Series Westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up to date as possible.

ALLIED ARTISTS

MAY

Las Vegas Shakedown
D. O'Keefe, C. Grey

Skabenga
Jungle Documentary

JUNE

Finger Man
F. Lovejoy, P. Castle

Lord Of The Jungle
J. Sheffield, W. Morris, N. Gates

JULY

Wichita
J. McCrea, V. Miles, L. Bridges

Case Of The Red Monkey
R. Conte, R. Anderson, R. Napier
(English-made)

Spy Chasers
L. Gorcey, H. Hall, L. Davis

COLUMBIA

MAY

The End Of The Affair
D. Kerr, V. Johnson, J. Mills

Tight Spot
G. Rogers, E. G. Robinson, B. Keith

Cell 2455, Death Row
W. Campbell, M. Carr, R. Campbell

Seminole Uprising
G. Montgomery, K. Booth
(Technicolor)

JUNE

A Prize Of Gold
R. Widmark, M. Zetterling, N. Patrick
(Technicolor)

5 Against The House
G. Madison, K. Novak, B. Keith

The Petty Girl
They All Kissed The Bride
(Reissues)

JULY

LIPPERT

MAY

Air Strike
R. Denning, G. Jean, D. Haggerty

Phantom Of The Jungle
J. Hall, R. Montgomery, A. Gwynne

JUNE

King Dinosaur
B. Bryant, W. Curtis

JULY

The Lonesome Trail
W. Morris, J. Agar, M. Dean, E. Buchanan

METRO

MAY

The Prodigal
L. Turner, E. Purdom, L. Calhern
(Eastman Color)
(CinemaScope)

The Marauders
D. Duryea, J. Richards, K. Wynn
(Eastman Color)
(Print by Technicolor)

JUNE

Love Me Or Leave Me
D. Day, J. Cagney
(Technicolor)
(CinemaScope)

Moonfleet
S. Granger, V. Lindfors, G. Sanders
(Eastman Color)
(CinemaScope)

JULY

Interrupted Melody
E. Parker, G. Ford
(Eastman Colar)
(CinemaScope)

The Cobweb
L. Bacall, C. Boyer, R. Widmark
(Eastman Color)
(CinemaScope)

The Wizard Of Oz
Re-issue

PARAMOUNT

MAY

Strategic Air Command
J. Stewart, J. Allyson
(Technicolor)
(VistaVision)

JUNE

The Far Horizons
F. MacMurray, C. Heston, D. Reed
(Technicolor)
(VistaVision)

Hell's Island
J. Payne, M. Murphy, F. L. Sullivan
(Technicolor)
(VistaVision)

JULY

The Seven Little Foys
B. Hope, A. Clark/ G. Tobias
(Technicolor)
(VistaVisian)

RKO

MAY

Bringing Up Baby
I Remember Mama
(Reissues)

Quest For The Lost City
D. and G. Lamb
(Made in Guatemala)
(Color)

JUNE

Son Of Sinbad
D. Robertson, S. Forrest, V. Price, L. St. Cyr
(Technicolor)
(SuperScope)

Wakamba
E. M. Queeny
African Documentary
(Technicolor)

The Big Street
(Reissue)

JULY

REPUBLIC

MAY

Santa Fe Passage
J. Payne, F. Domergue, R. Cameron
(Trucolor)

The Eternal Sea
S. Hayden, A. Smith, D. Jagger

Don Juan's Night Of Love
R. Valcone, S. Pampanini

JUNE

Flame Of The Island
Y. DeCarlo, C. Thompson, R. Gam
(Trucolor)

The Green Buddah
W. Morris, M. Germaine

Double Jeopardy
R. Cameron, G. Robbins

JULY

The Road To Denver
J. Payne, M. Freeman, L. J. Cobb
(Trucolor)

20th-FOX

MAY

Daddy Long Legs
F. Astaire, L. Caron, T. Moore
(Color)
(CinemaScope)

That Lady
O. DeHavilland, G. Roland, D. Price
(Color)
(CinemaScope)
(Made in England)

The Adventures Of Sadie
J. Collins, K. More, G. Cole
(Color)

JUNE

The Magnificent Matador
M. O'Hara, A. Quinn
(Technicolor)
(CinemaScope)

Soldier Of Fortune
C. Gable, S. Hayward
(Color)
(CinemaScope)
(Made in Hong Kong)

The Seven Year Itch
M. Ronroe, T. Ewell
(Color by DeLuxe)
(CinemaScope)

JULY

A Life In The Balance
R. Montalban, A. Bancroft, L. Marvin
(Made in Mexico)

The Living Swamp
Okenfenokee
Swamp nature study
(Color)
(CinemaScope)

How To Be Very, Very Popular
B. Grable, R. Cummings, S. North
(Color)
(CinemaScope)

House Of Bamboo
R. Stack, S. Yamaguchi, R. Ryan
(Color)
(CinemaScope)
(Made in Japan)

UNITED ARTISTS

MAY

The Tiger and The Flame
Mehtab
(Made in India)
(Technicolor)
(Modi)

Kiss Me Deadly
R. Meeker, P. Stewart, C. Leachman
(Parklane)

Robbers' Roost
G. Montgomery, R. Boone, S. Findley
(Color)
(Made in Mexico)
(Goldstein)

Top Of The World
R. Robertson, F. Lovejoy, E. Keyes
(Baird-Foster)

JUNE

The Big Bluff
J. Bromfield, M. Vickers,
(Wilder)

The Sea Shall Not Have Them
M. Redgrave, D. Bogarde,
(English-made)
(Angel)

Summertime,
K. Hepburn, R. Brazzi,
(Technicolor)
(Made in Italy)
(Lopert)

Albert, R. N.
A. Steel, J. Warner
(English-made)
(Angel)

JULY

Othello
O. Welles, S. Cloutier, M. MacLiammoir
(Made in Europe)
(Welles)

U.-INT.

MAY

Revenge Of The Creature
J. Agar, L. Nelson, J. Bromfield
(3-D and 2-D)

Cult Of The Cobra
R. Domergue, R. Long, M. Thompson

The Looters
R. Calhour, J. Adams, T. Gomez

JUNE

This Island Earth
J. Morrow, F. Domergue, R. Reason
(Technicolor)

Abbott and Costello Meet The Mummy
B. Abbot, L. Costello, M. Windsor

The Man From Bitter Ridge
L. Barker, M. Corday, S. McNally
(Eastman Color)

JULY

Ain't Misbehavin'
R. Calhoun, P. Laurie, J. Carson
(Technicolor)

Foxfire
J. Chandler, J. Russell, D. Duryea
(Technicolor)

The Purple Mask
T. Curtis, C. Miller, D. O'Herlihy
(Technicolor)
(CinemaScope)

WARNERS

MAY

Jump Into Hell
J. Sernas, K. Kasznor, A. Mose

Strange Lady In Town
G. Garson, D. Andrews, C. Mitchell
(WarnerColor)
(CinemaScope)

JUNE

The Sea Chase
J. Wayne, L. Turner, D. Farrar
(WarnerColor)
(CinemaScope)

Tall Man Riding
R. Scott, D. Malone, P. Castle
(WarnerColor)

JULY

Land Of The Pharaohs
J. Hawkins, J. Collins
(WarnerColor)
(CinemaScope)

The Dam Busters
R. Todd, R. Redgrave
(English made)

Mister Roberts
H. Fonda, J. Cagney, B. Palmer
(WarnerColor)
(CinemaScope)

OBSERVATIONS

June 14—Flag Day
19—Father's Day
July 4—Independence Day

MOON PHASES

	1 Quater	2 Full	3 Last	4 New
JUNE	26	5	13	19

FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell

S
ARE YOU TELLING YOUR AUDIENCE?

If you're not . . . you're overlooking the opportunity to exploit a great advertising medium...your screen! It's the one medium that captures 100% audience attention.

Your patrons are ready for your pitch... so tell 'em and sell 'em! Yes, sell all your shows, all your special events, services and promotions from your screen—with trailers!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

JUNE 8, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE

Seen are Harry Warner, top, and Barney Balaban, presidents, Warners and Paramount, respectively, with whom the combined Allied-TOA committee desires to meet following its talk with 20-Fox.

New York Tax Upheld By Court

(page 9)

Doob Leaves Loew's Post

(page 9)

AND FEATURING: STUDIO SURVEY

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

AFTER "BLACKBOARD JUNGLE
ANOTHER BOX-OFFICE
HOTFOOT!

A hitherto forbidden subject, M-G-M has dared to dramatize the revealing best-seller, "THE COBWEB." It will blast the nation just as "Blackboard Jungle" did.

The secrets of the psychiatrist's couch are bared in the strange mansion on the hill whose occupants are caught in the Cobweb of human emotions.

This is the Strange Mansion on the Hill.

A GREAT SUBJECT FOR PUBLICITY!

A complete condensation of the best-selling novel in Woman's Home Companion, out June 23rd. A natural for publicity. AND WATCH FOR THE DARING, OUTSPOKEN TRAILER, A TICKET-SELLER.

Many women confided in him

RICHARD WIDMARK

Once you have loved...

LAUREN BACALL

Behind the dignity, a wolf

CHARLES BOYER

A neglected wife finds trouble

GLORIA GRAHAME

The despot of the Mansion

LILLIAN GISH

M-G-M presents in CINEMASCOPE and COLOR

The COBWEB

And Introducing JOHN **KERR** and SUSAN STRASBERG

With OSCAR LEVANT · TOMMY RETTIG · Screen Play by JOHN PAXTON

Additional Dialogue by WILLIAM GIBSON · From the Novel by WILLIAM GIBSON · Photographed in EASTMAN COLOR

Directed by VINCENTE MINNELLI · Produced by JOHN HOUSEMAN

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

THE CURTAIN'S RISING ON

Paramount's Biggest Promotion

BOB HOPE NATIONWIDE TOUR—in-person appearances to meet the press and public . . . and to skyrocket interest in the picture everywhere! Bob's itinerary includes strategically selected cities from coast to coast—all of them important population hubs from which saturation publicity will reach to all local areas.

TIE-UPS GALORE—get all the details in the Paramount pressbook. Country-blanketing TV plugs from Bulova Watches—11,000 drug and candy store displays and Saturday Evening Post page ads from Page & Shaw—point of sales displays from Sonic Capri Radio-Phonographs are typical of this great merchandising!

Color by Technicolor

starring

BOB HOPE

as Eddie Foy

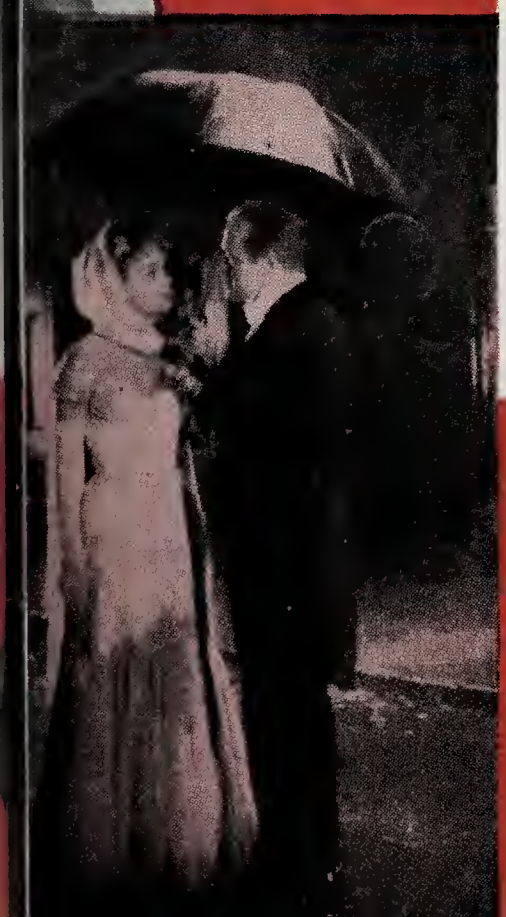
VISTAVISION

MOTION PICTURE HIGH-FIDELITY

puts you right in the heart of the family . . . right in the middle of the fun!

...or... "The Seven Little Foys"

The wonderfully warm, richly human story of the grandest family you've ever met!



FULL COLOR NATIONAL ADS AND TERRIFIC TV-RADIO COVERAGE—Life, Saturday Evening Post, Woman's Home Companion, American Weekly color pages—plus page ads in Seventeen and 11 fan magazines to grand total of 125 million readers. Top air shows to millions more via rating-leaders like Ed Sullivan's Toast of the Town, Edward R. Murrow's "Person to Person," Lux Video Theatre, General Foods NBC program, Arthur Godfrey, Dave Garroway, "Home" and many, many more.

—ALL ADDING UP TO AN ALL-OUT UPROAR OF PRESELLING THAT STARTS NOW, REACHES A PEAK IN JULY AND CONTINUES ALL SUMMER LONG...

Co-starring

MILLY VITALE

with

GEORGE TOBIAS · ANGELA CLARKE

Produced by JACK ROSE · Directed by MELVILLE SHAVELSON

Written for the Screen by

MELVILLE SHAVELSON and JACK ROSE

WE COULD WRITE A MILLION WORDS
but just TWO will do...

SEE IT!*

Happily yours from UNIVERSAL!

* **Take your family or your sweetheart to the SPECIAL SCREENING your U-I EXCHANGE is arranging in your Territory!**

MOTION PICTURE

EXHIBITOR

JUNE 8, 1955
VOLUME 54 NUMBER 6

REDUCED TO ABSURDITY

A NEW LOW, either in journalism or in theatre management, was noted recently in a contemporary trade paper.

Purporting to be drawn from a national survey of drive-in confection vending, the writer reached certain conclusions that can only be described as "nutty as a fruit cake!" Certain it is that he is either completely misinformed on drive-in operations, or has fallen for some of the the "tall stories" with which drive-in operators regale one another. In either event, we can't let it remain, without comment, as creditable recorded fact about this industry.

Among five conclusions, some of the "nuttiest" are:

(1) North Carolina, California, and Florida are considered the best for building a new drive-in because (in this survey) they top the nation in confection sales. We just wonder how many experienced drive-in theatremen would let that consideration sway their judgment?

(2) If you aren't satisfied with your drink sales, add hot tamales, chilli, or barbeque sandwiches, because (in this survey) down in the great southwest, where such foods are common, beverage sales are the highest. It is also hotter down that-a-way, so doesn't the writer think that a careful analyst would consider the sweat factor? We don't question that the best place for Coke sales would be the bottom of Death Valley. That is if there were any people there! And, by the way, why not serve dried salt mackerel free?

(3) And here is the gem of gems! To increase refreshment sales while the show is on (in this survey), try booking a dull class "B" picture as one half of your entertainment bill. It seems that "many smart showmen" recommend this policy as a "tonic which has perked up their snack-bar receipts while the picture is being screened." We-e-e-e-l-l-l! For the benefit of the writer, those "smart showmen" aren't "trying"! What really takes effort is *not* to book *two* "dull class B pictures as *both* halves of your entertainment bill. And, when you play those one or two "dull class B pictures," just who is it that "perks up" the confection sales? Mosquitoes?

Try again, old boy!

But this time, try to take your eyes off that 1⅛ cashier which is "the national average" (in this survey), and see what the inside of a drive-in looks like. By the way, which ⅛ of the girl did they use?

HOW ONE CIRCUIT PROTECTS ITSELF

WE ARE TOLD that one of the large, and still important, theatre circuits of the east coast has supplied its film buyers and bookers with large rubber stamps, and has ordered that no film contract is to leave their offices without having this rubber stamped message imprinted across its face:

"Do not confirm booking herein if the picture designated does not have a Johnston Office (MPA) Code Seal or has been classified as a 'C' by the Legion of Decency. In either case we will not play the picture."

While several of the major distributors have protested, and have advised the circuit that they do not recognize this alteration to the film contract, it paid a dividend just recently and saved all concerned from possible embarrassment.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Distribution

Oscar Doob, MGM advertising executive, resigns after 26 years' service (page 9).

Exhibition

John Harris' launching of the golden anniversary celebration of the nickelodeon in Pittsburgh will be highlighted by the world premiere of MGM's "The Cobweb" (page 11).

Joseph M. Schenck quits Magna Theatres post to concentrate on UA Theatre Circuit activities (page 20).

International

Paramount conducts an important Canadian sales meeting; John J. Fitzgibbons acquires permanent home in California (page 10).

Allied's Julius Gordon, in England, praises British arbitration setup (page 10).

Korda group and Zenith contract for British Empire toll-TV (page 21).

Legal

New York tax and breakage collection is upheld by court as expected by exhibitors (page 9).

Kansas attorney general appeals decision to repeal censorship in that state (page 11).

Legislative

Senate committee approves USIA budget requirements (page 9).

Mel Konecoff

"The Seven Year Itch" has the least sneaky of all sneak previews before a glittering throng including Marilyn Monroe; several industry promotions comprise the remainder of a brief look at Gotham highlights (pages 8 and 21).

Organizations

E. D. Martin's illness postpones action on proposed TOA-Allied meetings with Warners and Paramount (page 9).

Production

Samuel Pinanski, head, Exhibitors Film Finance Group, says organization plans a fall go-ahead (page 11).

Arthur Mayer sees little progress in foreign production (page 11).

MGM increases cartoon schedule (page 20).

Technical

Robert E. Kintner, American Broadcasting Company head, raps toll-TV (page 18).

Walter Reade, Jr., chairman of the board, Continental Distributing, Inc., and president, Walter Reade Theatres, recently visited the J. Arthur Rank Organization's Ealing Studios, London, England, to negotiate acquisition of distribution rights of new product for the United States. He is seen on the set of "Touch And Go" wi.h Margaret Johnston, managing director R. Baker; June Thorburn; and star Jack Hawkins.

NEW YORK
By Mel Konecoff

IT'S GETTING so that you can hardly tell when a sneak is really a sneak—preview that is.

Take the other night, for instance. 20th-Fox decided that in order to garner the proper reaction, "The Seven Year Itch" must be shown in a full-fledged theatre, and everybody on the press list was told that there would be no home office showings and that the film must be caught in a theatre, in this case Loew's State.

KONECOFF

This has been done before, of course, by other companies who are anxious to impress the critics with the praise of the public (sometimes there is a reverseroo and then are faces red), but rarely have they gone and advertised and publicized their sneaks to the extent that this was. By the time announcements and news stories had made their rounds, the thing developed into a sort of unofficial world premiere, which is alright with the staff boys at 20th-Fox because they didn't have to climb into their monkey suits. They did alright spacewise, too.

Since the thing was highly successful, it can be assumed that others might be interested in the procedure. For details and plan, we suggest that the esteemed Charles Einfeld, vice-president in charge of advertising, publicity, and exploitation at 20th-Fox, be contacted. He's always dreaming up new attention getters that seem to pay off in one way or another.

MORE ON ABOVE: Incidentally, Marilyn Monroe showed up on the arm of Joe DiMaggio and the way this was done might in itself make an interesting feature sometime. It seems that everyone

(*Continued on page* 21)

BROADWAY GROSSES

(As of this Monday)

"Itch" Makes Scratch

NEW YORK—The opening of 20th-Fox's "Seven Year Itch," Loew's State, and the continuing steady business of MGM's "Love Me Or Leave Me," Radio City Music Hall, were the big items among Broadway grosses over the weekend. Business elsewhere was pretty much in the doldrums.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"Strategic Air Command" (Paramount). Paramount was down to $31,000 on the seventh, and last week.

"Soldier Of Fortune" (20th-Fox). Roxy claimed $19,122 for Friday, Saturday, and Sunday, with the second week dropping to $47,000.

"Love Me Or Leave Me" (MGM). Radio City Music Hall, with stage show, reported $97,000 for Thursday through Sunday, with the second session holding well at $150,000.

"The Far Horizons" (Paramount). Criterion held steady with $13,500 anticipated for the third week.

"Davy Crockett, King Of The Wild Frontier" (Disney-Buena Vista). Globe, after a sensational $41,500 opening week, dropped to $20,000 for the second session.

"Violent Saturday" (20th-Fox). Mayfair was still dropping, with $8,000 claimed for the fourth week.

"The Magnificent Matador" (20th-Fox). Astor was down to $13,000 on the second week.

"Strange Lady In Town" (Warners). Victoria continued to drop with $14,000 expected on the third week.

"The Prodigal" (MGM). Capitol slipped to $17,000 on the fourth week.

"The Seven Year Itch" (20th-Fox). Loew's State announced $44,671 for the first three days, and with a sensational $85,000 in sight for the opening week. The 11th week of "Blackboard Jungle" was under $15,000.

Erlick Named MPE Editor

PHILADELPHIA—Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR, and Paul Greenhalgh, general manager, announced last week the appointment of Albert Erlick as editor of the publication.

ERLICK

Erlick, a graduate of Temple University School of Journalism, has had newspaper experience as well as being associate editor of MOTION PICTURE EXHIBITOR under the late Herbert M. Miller for several years. The Extra Profits department of the magazine will continue under Erlick's editorship.

As previously announced, former associate editor George Nonamaker now becomes feature editor. Associate editor Mel Konecoff becomes New York representative and news bureau editor. Arnold Farber, Theatre Catalog and Physical Theatre editor, remains in this post, while Paul Manning continues as west coast representative and editor of Studio Survey.

New York Tax, Breakage Upheld By Court

Doob Leaves Loew's For "Semi-Retirement"

NEW YORK—After serving for 26 years as an executive in the Loew organization, Oscar A. Doob last week confirmed reports that he has tendered his resignation to take effect Sept. 1. Mr. and Mrs. Doob will make their home in Palm Beach, Fla. Doob described his move as an experiment in semi-retirement. "I am taking my typewriter with me," he said. He has plans to do writing and otherwise keep occupied.

DOOB

Doob joined Loew's theatres in October, 1929, as head of the advertising and publicity department. In 1945 he was promoted to special theatre executive with Joseph R. Vogel. Two years ago he switched from the theatre division to MGM advertising department, to handle promotions for special pictures.

Doob began his career as a newspaperman and publicist for Libson theatres in Cincinnati. During World War II, he launched the plan of selling war bonds in movie theatres and was loaned by Loew's to the U. S. Treasury Department as a dollar-a-year man. For a number of years he was publicity head of the industry's March of Dimes drives which raised more than $20,000,000 for the National Foundation of Infantile Paralysis. As a member of COMPO's public relations committee, Doob proposed the idea of using industry ads in Editor and Publisher. He was chairman of the executive committee of the Metropolitan Motion Picture Theatres Association until he joined MGM. He took an active part in the industry's fight against the admissions tax, in the Will Rogers Memorial Hospital campaigns, and in many other industry movements.

USIA Funds Approved

WASHINGTON—The Senate Appropriations Committee approved last fortnight the full $4,484,000 budget request of the U. S. Information Agency for its motion picture program in the fiscal year beginning July 1. For the past year, the USIA film service operated on $3,087,000, and the House had cut the new request to $3,000,000.

It was expected that the bill would be approved by the full Senate last week, in which case the final figure for the coming year would be set by a House-Senate conference. The Senate committee's approval of the full request, however, makes it likely that that the total will be close to, if not the actual figure sought.

For the USIA as a whole, the Senate committee voted $88,350,000; the House approved only $80,500,000 of the $88,500,000 requested. The comparable figure for this year is $77,114,000.

Martin Illness Stymies Sessions With Distributors

NEW YORK—Because of the illness last week of E. D. Martin, president, Theatre Owners of America, plans recently approved for the joint TOA-National Allied committee, of which Martin is a member, to press for separate talks with the heads of Warners and Paramount, were disrupted. The meetings to discuss alleged distribution abuses were to be held, it had been hoped, within a week after a National Allied board meeting gave its approval on May 25 for its representatives to join the TOA spokesmen. The proposed sessions have been deferred until Martin recovers.

Film Dividends Rise

WASHINGTON—The Department of Commerce announced last week that publicly reported cash dividends paid by film industry firms in April amounted to $2,313,000, representing an increase of more than $1,000,000 over April of last year, when the total stood at $1,241,000. The notable jump was due to an April dividend by Chesapeake Industries, which had not previously reported dividend payments.

Copeland Quits AA

KANSAS CITY—Roy M. Copeland, for the past three years Allied Artists' branch manager here, last week announced his retirement from the film industry.

Following Copeland's announcement, Harold Wirthwein, the company's western division sales manager, disclosed that Frank Thomas has been named as Copeland's successor. Thomas has been a member of the sales staff in Kansas City for five years.

Palsy Fund Names AB-PT Execs

NEW YORK — American Broadcasting-Paramount Theatres vice-presidents Edward L. Hyman and Sidney M. Markley were appointed last fortnight to head the theatre collections committee of the United Cerebral Palsy Campaign, it was announced by the Campaigns' chairman, Leonard Goldenson, president, AB-PT. The drive seeks to raise $10 million to aid more than 500,000 cerebral palsy victims throughout the country.

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Decision Was Anticipated; Theatres Must Turn Over To City Some $600,000 Plus Additional Breakage

ALBANY—The New York Court of Appeals unanimously upheld the legality and constitutionality of New York City's "five per cent" amusement tax last fortnight, reversing an Appellate Division ruling last February in favor of exhibition's contention that the Enabling Act of 1947 imposed a limit of five per cent, and that the new tax, effective last July 1, exceeded that limit because of the manner in which breakage was collected. The breakage amounted to a high fraction of the tax, which exhibition maintained was actually levied against the theatreman, inasmuch as it increased admission.

The opinion, written by Associate Judge John Van Voorhis, held that the municipal revenue at stake in the handling of breakage was substantial and that the breakage constitutes more than a minimal proportion of the admission tax. The ticket buyer, the justices decided, is not concerned with what fraction of the extra cent he pays is actually part of the tax, and the city is empowered to collect "major fractions."

The decision was an academic one, anticipated by exhibitors because of an amendment to the Enabling Act of 1947 passed in March by the state legislature while the Court of Appeals was considering the case, which validated the collection of major fractions.

New York City exhibitors who applied to the Special Term Court, Queens County, last fall, to become intervenors in the suit against the city brought by RKO-Keith-Orpheum Theatres, Inc., were given permission to hold tax breakage by the posting of bonds. Later, the Supreme Court allowed theatremen to do so without the posting of bonds until final determination of the suit, with the result that $600,000 has now accumulated in a separate "tax breakage" fund, according to a representative of the Tax Collector's Office, as of the end of the third quarter in February. This fund must be turned over to the municipality, together with any additional monies owed for the fourth quarter. The tax office spokesman said that the method of collection will be determined later.

A top exhibitor attorney stated that the circuits and independent owners' lawyers would meet shortly to consider the next step in combatting the tax, which would mean either reargument of the entire case, or appeal to the Supreme Court of the United States.

Republic Shifts Gebstaedt

NEW YORK—Andy Gebstaedt, Republic production manager for the past 11 years, was appointed the film company's advertising manager last fortnight, it was announced by Steve Edwards, director of advertising and publicity.

The International Scene . . .

Canada

Paramount Conducts Canadian Meeting

TORONTO—A meeting of the Canadian section of Paramount Pictures, presided over by Gordon Lightstone, Canadian general manager, was held here. The meeting followed a similar session in Hollywood of Paramount executives.

Bookers and managers from across the country attended the sessions, which were also attended by a delegation from the Paramount New York office headed by George Weltner, head of the company's world-wide sales. Also from the New York office were Jerry Pickman, vice-president in charge of advertising and publicity; Oscar Morgan, general manager in charge of short subjects and newsreels; and Robert J. Rubin, administrative executive.

Among those attending the sessions were Lightstone, W. J. O'Neill, and Win Barron, home office; Al Iscove, Ted Dowbiggin, Len Herberman, and A. Theurer, Toronto; Bob Murphy, Tom Dowbiggin, R. Goudreau, and Bill Young, Montreal; P. J. Hogan and R. A. Thorne, St. John; Syl Gunn, N. Simpson, and A. Glass, Winnipeg; W. O. Kelly, J. P. Rea, and W. L. Gibson, Calgary; and Bob Lightstone and Mickey Stevenson, Vancouver.

Canadian Comment

To bring him closer to the development of the Chromatic Picture Tube and Telemeter, John J. Fitzgibbons, president and managing director, Famous Players Canadian Corporation, has purchased a home in California. Fitzgibbons has denied that the shift to the west coast from Toronto meant he would be getting into the production end of things at Paramount as rumored earlier. His home will be in Arcadia, near Pasadena, and he will have an office at the Paramount studio. There are no changes planned in the executive structure of the company through the move by Fitzgibbons; rather the move is intended to give Mrs. Fitzgibbons and me a chance to soak up a little more sun." Fitzgibbons indicated he will be in and out of Toronto continually, and when he returns he will help set the scene for a series of intensive meetings early in August.

These lines at two adjoining English theatres attest to the popularity of CinemaScope in the British Isles, since its introduction there in connection with the showing of top 20th Century-Fox films.

The Hamilton, Ontario, newspapers are carrying ads relative to a dispute between the Dydzak Drive-Ins, operating units at London, Chatham, Windsor, and Clappison's Corners, as well as a recently-opened ozoner at Hamilton, and the projectionists' union. The ads in the Hamilton papers concern the operation of the Hamilton, advising the public that the ozoner was non-union. Local 303, IATSE, is picketing the Hamilton Drive-In as non-union and the Dydzak Brothers ad says, "This brings up a nice question!" The proprietor, "himself a projectionist fully licensed under the Ontario Theatre Act," is not eligible to join a union of employes, it claims. There are no employes, union or non-union. The ad heading says, "Has a proprietor the right to operate his own projector?" The Dydzak operation is a family one. Joe and John Dydzak, brothers, originated it, and Joe and John, Jr., are active in it, as well as other members of the family.

CINE CHATTER: Parade to the Imperial, Toronto, for the opening of "Strategic Air Command" tied up traffic on the city's main street. The parade was headed by a 60-piece band from the RCAF, and before moving inside to be guests of manager Russ McKibbin, an inspection was held. . . . Promotion of Ralph Bartlett to the management of Odeon's important Hamilton house, the Capitol, was announced by the company. Bartlett was manager, Odeon Sarnia, where he has been for the last seven years. An old-timer in the business, he began at the Tivoli, Windsor, in 1935. . . . Fotonite was given a test case on Saskatoon City Police Court, a preliminary hearing without a decision being reached.

—HARRY ALLEN, JR.

Gordon Praises British For Arbitration Setup

LONDON—At a press conference last week in the offices of the Cinematograph Exhibitors Association, Julius Gordon, secretary, Allied States Association, showed great interest in the machinery here of the joint CEA-Cinematograph Renters Society committee to which any exhibitor, with the full force of CEA behind him, can take his grievances about film rentals and trade practices. Gordon felt that such a system is exactly what the American exhibitor is looking for, and said that his visit was to note British exhibition trade problems and the methods employed in solving them. He also sought closer liaison between Allied and CEA.

Gordon blamed the competitive bidding procedure in the United States for higher rentals which, together with the product shortage and the longer playing time demanded now, was slowly strangling the exhibitor. He added that if U. S. distributors persist in refusing to meet with exhibitors on the rental problem that the latter may be forced to resort to federal legislation regulating rentals. In spite of the product shortage at home, however, Gordon was forced to admit to questioners that the British product could not satisfy American audiences by and large.

The Allied executive attended the semi-annual meeting of CEA's London branch, which was followed by a luncheon at which he was a guest. Later in the week, he went to Paris to sit in at the European conference of exhibitors, before taking several weeks vacation prior to his return to the U. S.

MGM's recent Ticket Selling Workshop in Minneapolis drew an attendance of 401, including from Canada, from left to right, Marcus Trester, Winnipeg exchange; Eddie Newman, Metropolitan, Winnipeg, Canada; Harry Prygrocki, Kings and Classic, Winnipeg; Lou Miles, Grand, Winnipeg; Dave Carr, Oak, Winnipeg, and Lyric, Minnedosa, Man.; Fred Polenske, MGM, Winnipeg; and Hymie Schwartz, Rothstein Circuit; Harold A. Bishop, Fort and Royal, Fort Frances, Ont.; and Abe G. Levey, branch manager, supervisor, Famous Players, Winnipeg; Mishe Triller, Dominion, Winnipeg; Robert D. Hurwitz, Starland, Fox Bijou, and Regent, Winnipeg; Richard S. Miles, general manager, Western Theatres Circuit, Winnipeg, and Abe G. Levey, branch manager, Winnipeg. All were greatly impressed with the exploitation ideas offered.

EFFG Aims For Fall "Go-Ahead"—Pinanski

NEW YORK—Exhibitors Film Finance Group president Samuel Pinanski said last fortnight, following a board meeting, that hopes are high that by early fall enough stock in the company will have been subscribed to permit the organization, created by Theatre Owners of America to back independent production, to go ahead with "active operations."

When questioned why an initial stockholders' meeting scheduled for May 15 had been postponed, Pinanski said the EFFG was operating on "no time schedule," and expressed his satisfaction with progress to date in advancing the group's objectives. Small exhibitors, he said, have supported the company in substantial numbers, while leading exchange area exhibitors are assuming definite stock subscription quotas which in many regions "are already over the top." EFFG stock is now registered in all states except Maine, New Hampshire, and Vermont, the executive reported, adding that regional meetings will be held shortly to acquaint all exhibitors with facts and details about the EFFG operation.

Pinanski said also that no divorced circuits have acquired EFFG stock and that none have been approached. He expressed optimism that some way would be found by the Justice Department to permit divorced circuits to invest legally in the stock.

According to the EFFG president, if exhibition is forced to seek government regulation of film rentals it must be ready to accept government regulation of admission prices as well. The only alternative being a discussion between exhibitors and distributors of their difficulties from which, he said, more good would result than from government action. He indicated that a merger of all exhibition forces into one all-powerful organization would compel distribution to be more sympathetic toward the theatre owners plight.

At the board meeting, in addition to Pinanski, were E. D. Martin, Myron N. Blank, Walter Reade, Jr., and Herman M. Levy, TOA general counsel.

RKO Circuit Retires Stock

WASHINGTON—The Securities and Exchange Commission was advised last week that RKO Theatres has retired 583,977 shares of its common stock already held by the company. The report to the SEC stated that RKO reduced its capital from 3,914,913 common shares at $1 par value per share to 3,330,936 shares. The certificate of incorporation does not prohibit the company from reissuing the retired shares under the laws of Delaware, which give them the status of authorized and unissued shares.

"Pop" Has His Day

NEW YORK—At its annual award luncheon last fortnight in the Waldorf Astoria, the National Father's Day Committee named Danny Kaye "Screen Father of the Year." National Foundation for Infantile Paralysis president Basil Connor was named "Father of the Year," Sid Ceaser was honored as "Television Father," and Don Ameche won the "Stage Father" title.

"Cobweb" World Premiere Features Nickelodeon Golden Anniversary

PITTSBURGH—A world premiere of one of MGM's top releases of the coming season will be the feature of the celebration of the Golden Anniversary of the Nickelodeon here.

All the trappings attendant to a Hollywood opening will be on display as "The Cobweb" is presented for the first time on June 15 at the J. P. Harris.

The picture, which stars Richard Widmark, Charles Boyer, Lauren Bacall, Lillian Gish, and Oscar Levant, was the personal choice of John H. Harris, now in Hollywood. Harris felt that "The Cobweb" fitted the occasion best because in addition to being a worthwhile play, it features Miss Gish, whose great screen career has spanned the years from early silent pictures to today's high fidelity sound and natural color productions.

Some of Hollywood's outstanding stars of the current era will come here for the anniversary, and lovable Chester Conklin, comedy star of the early flickering films, has sent word he plans to be on hand.

It was 50 years ago June 19 that the late Senator John P. Harris set up 96 kitchen chairs in a storeroom on Smithfield Street, hung a muslin sheet and opened the doors of the world's first theatre showing motion pictures exclusively. The name Nickelodeon was coined by combining the price of admission with the Greek word for theatre.

The venture was a success from the start and ran shows lasting from 15 to 20 minutes each from eight a.m. to midnight. Seldom was a show presented without standees, and the boxoffice frequently had as many as 7,000 admissions in a day.

Motion picture theatre circuits throughout the country are joining in the Golden Anniversary observance with celebrations which will start around June 13 and continue for the rest of the month. Bob O'Donnell's Interstate Circuit in Texas, the Stanley Warner Theatres, the Walter Reade circuit in New Jersey, the Shea Theatres, the Manos Theatres, and many others from coast to coast have made elaborate plans for this "birthday" of the business. Independent exhibitors in the Pittsburgh districts as well as a number of independents in key cities, also are marking the Jubilee.

In addition to the premiere, the Pittsburgh program will also include special ceremonies at the site of the original Nickelodeon. Mayor David L. Lawrence and his official family; County Commissioners John J. Kane, Harry Fowler and John M. Walker, will join with members of the Historical Society of Western Pennsylvania and showmen throughout this area at the dedication of a new marker to be installed by the Historical Society.

At all Harris theatres in the area on June 19, the first 50 patrons will be admitted for five cents each, the Nickelodeon's admission price in 1905. Automobiles and fashions of the 1905 vintage also will have a prominent place in this tribute to the man whose tiny movie house marked the start of the industry.

The theme of the nation-wide celebration will be "Every man his own chairman."

Kansas Attorney General Fights Censorship Repeal

TOPEKA, KANS.—Kansas attorney general Harold R. Fatzer last fortnight filed notice of appeal to the Supreme Court after Judge Dean McElhenny, Shawnee County District Court, ruled that an act passed by the 1955 legislature repealing film censorship is constitutional.

Fatzer sought an injunction to bar secretary of state Paul R. Shanahan from publishing the bill in the statute book, which he is required to do to make it law, after enactment by the legislature and the signature of Governor Fred Hall. Fatzer contended the bill was unconstitutional on the grounds that it contains two subjects, the legislature having hung the movie censorship repeal as a rider on a bill repealing an obsolete traffic law. McElhenny denied the injunction, ruling that Shanahan had a statutory duty to perform in publishing the law.

The attorney general said he will ask the Supreme Court for an early hearing, possibly in June, on the constitutionality of the act, which would abolish the 38-year-old State Board of Review on June 30.

Mayer Sees Little Film Progress Abroad

NEW YORK—Returning last fortnight from two months in Europe and the near east, veteran exhibitor Arthur Mayer, former executive vice-president, Council of Motion Picture Organizations, author, and distributor of foreign films, was "more enthusiastic than ever" about American production accomplishments and potentials, having found little progress in foreign film production which, he said, cannot equal anything that can be done here.

Mayer reported that good foreign productions are increasingly difficult to acquire, while the number of persons looking for them increases. Although he did not acquire any films while abroad, he said that he had left bids for several he believes have possibilities on the American market. Mayer expressed doubt about the success of European high-budget, multi-star ventures, in imitation of Hollywood production standards, replacing notable "art" pictures, supremacy in which can no longer be claimed by the English, French, and Italian film makers who once turned out distinctive and experimetal product for the American market. The decline in European quality production has boosted the product of other nations such as Israel, he said, where he was very impressed by the enthusiasm of the people about motion pictures.

His contacts with the European industry, Mayer added, never fail to impress him with the extraordinary amity existing between exhibition and distribution, contrasted with the almost endless controversy which is characterstic of relations between the two branches in the United States.

"A heavenly girl!" sighs Jane Madison over Kim in the film First Time at the House

Kim Novak...

On her way up

Hollywood has a sultry new glamour girl to exploit

Kim Novak, a dreamy 22-year-old green-eyed blonde of Czech descent, has been rhapsodically called the face that launched a thousand yips. With well-justified joy Columbia Pictures has decided Kim has the magic for movie stardom and the big push is on. Kim herself is taking it easy. The daughter of a Chicago railroad freight dispatcher, she has always lived modestly. She paid her way in high school and junior college by running elevators, working in a dime store, modeling. After college she traveled as a model to glamorize freezers. Her movie career began as a clothes model in Jane Russell's The French Line. Since then, under a Columbia contract, she has played units leads in Pushover, Phffft and Five Against the House. Kim earns $350 a week [illegible]

SHOWMEN'S TRADE REVIEW, May 7, 195

Kim Novak in Unusual '5 Against House' Stunt

In an unusual one-day promotion for her latest Columbia film, Kim Novak bet "5 Against the House" Friday (6) in the Sands Hotel, Las Vegas gambling casino, for each of more than 100 leading columnists, motion picture editors and television personalities from coast to coast.

Invitations were sent to newsmen and television people, asking them to indicate their phone number and at what time they wanted the glamorous blonde to phone them. Miss Novak placed long distance calls to each person, and while they listened, placed a $5 bet in their name on the roulette number they selected. All winnings will be donated to the Crippled Children's Society of America in the name of the players-by-proxy.

Basis of the promotion was the fact that "5 Against the House" is the story of five people who attempt to rob one of the world's largest gambling clubs. The method of play used in the affair, together with the disposition of the winnings, was checked by legal counsel against both state and federal laws in order to ascertain the plan's legality.

As the odds for number plays at the Sands Hotel roulette table, scene of Kim Novak's betting, start at 35 to 1, the newsmen and others had a chance of winning upwards of $17,500 for the Crippled Children.

MOTION PICTURE DAILY

Col. Roulette Stunt Gets Wide Attraction

Newspaper writers and television and radio networks participated in Columbia Pictures' Kim Novak roulette promotion stunt for "Five Against the House." Newsmen and TV-radio people, including Garry Moore and Martin Block, gave the "gimmick" prominent attention. Miss Novak, in the gaming room of the Sands Hotel, Las Vegas, contacted the participants by phone and offered to place a bet on any roulette number they chose. Winnings were turned over to the Crippled Children's Society. Among the columnists and motion picture editors who tied up with the promotion were: Bill Majeski, Washington "Daily News"; Mildred Stockard, Houston "Chronicle"; Virgil Miers, Dallas, "Times-Herald"; Bob

THE HARTFORD TIMES

Coast-to-Coast: Meet Kim Novak, Ex-Chicago Model, Now Hollywood Star

By ALLEN M. WIDEM
Times Theater Editor

Times Chief Telephone Operator Winnie Robie's cheery voice was yesterday afterno

"LAS VEGA calling you. Just a And then Kim pinched by dist through.

"Hi there! I'm place a $5 bet a Hotel Casino. If proceeds of that donated in your Crippled Children'

If you lose — that

tell you the truth, I've been in this casino all day, just calling newspapermen, and I haven't seen outside yet!"

What we asked, are future

THE HOUSTON PRESS

THE SHOW CASE

Movie Star Kim Novak And Hoc Goof Badly As Bia 'C

ROCKY MOUNTAIN NEWS

Queen Traps Stapp In Game of Chance

Film BULLETIN May 16, 1955

What the Showmen Are Do

Plenty of newspaper coverage was implicit in this honey of a stunt set up by Columbia Against the House." Idea was for star Kim Novak to contact columnists and mov coast-to-coast by long distance phone and pl Las Vegas' Sands Hotel. Kim placed each bet would know immediately what

outcome v
lren's Soc
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pers me

HE MORNING TEL

Whitney Bolton

Some Diced Advice to Kim Novak

There was a note in the n the other day and if the sc hand of a press agent did write it, it will be astonishin

It had all t scale - mark But the subje was so entran ing that it i difficult to re sist an answer. The fact is that this column is belting away at the 50's and erybody

*THE DENVER PO

ou Win!' Cries

Columbia Pictures star Kim No Post Drama Column after she placed on a roulette whee ss Craig listened ov spun, then heard in the wi ipple

NEW YORK WORLD-TELEGRAM AND SUN,

New York—Day by Day

The Angels Sing

By Frank Farrell

"Hooray!" . . . Columbia Pictures ran into one of strange takes over the weekend. Had Kim Novak a Sands trying to get newspaper guys all over the coun the phone for a charity. . . . Stunt was that if Kim g on the wire, she would bet five against the house a results of the wheelspin would go to charity. . . . C relate the Las Vegas phone service is so bad that 's Kim Novak located was ABC's Mart need money, not even for ppened? He, of cours

5 AGAINST THE HOUSE

ith '5 AGAINST THE HOUSE' and KIM...

olumbia has a B.O. combo that's a natural!

nd to top the rave reviews,
ire services everywhere
arried the story
a sensational
m Novak stunt that
ade national headline
ews for 5 AGAINST THE HOUSE!

THE FILM DAILY

Kim to Vegas to Bet '5 Against the House"

Kim Novak—in an unusuol promotion stunt for her latest Columbia film —will bet "5 Against the House" in the Sands Hotel, Los Vegas gambling casino on Friday for each of more than 100 leading columnists, motion picture editors and TV personalities from Coast to Coast. Winnings from the roulette bets will go to charity.

A PARTIAL LISTING OF THE TOP PERSONALITIES WHO PARTICIPATED IN THE PROMOTION INCLUDE:

N BLOCK — National Radio
MOORE — National TV
MAJESKI — Washington Daily News
RED STOCKARD — Houston Chronicle
. MIERS — Dallas Times-Herald

BOB BATTLE — Nashville Banner
BUCK HERZOG — Milwaukee Sentinel
NORMAN NADEL — Columbia Citizen
ARNOLD MARKS — Portland Oregon Journal
BETTY CRAIG — Denver Post
EDITH LINDEMAN — Richmond Times-Dispatch
ANN MARSTERS — Chicago American
PAUL HOCHULI — Houston Press

ROBERT STAPP — Rocky Mountain News
JACK GORDON — Fort Worth Press
ALLEN WIDEM — Hartford Times
KASPAR MONOHAN — Pittsburgh Press
JOHN ROSENFIELD — Dallas News
WARNER TWYFORD — Norfolk Virginian-Pilot
EMERY WISTER — Charlotte News
IRVING KUPCINET — Chicago Sun-Times

GUY MADISON

KIM NOVAK

BRIAN KEITH

ng

and introducing

VY MOORE · WILLIAM CONRAD · KERWIN MATHEWS

Screen Play by STIRLING SILLIPHANT, WILLIAM BOWERS and JOHN BARNWELL · Based upon the Good Housekeeping Magazine story by JACK FINNEY

Cagney Takes To The Road — And He Likes It

Speaking on soil conservation, a subject close to his heart, Cagney addresses the Texas Legislature at Austin. Mrs. Cagney is seated at the right. Senator John Rogers, left, introduced the "Run For Cover" star to the lawmakers the day of the film's world premiere at the Paramount, Austin.

Paramount Star Launches "Run For Cover" With First Publicity Swing And The Public Responds

JAMES CAGNEY recently set a precedent for himself when he took to the road for the first time to promote a picture, Paramount's "Run For Cover," in which he co-stars with Viveca Lindfors, John Derek, and Jean Hersholt. The colorful actor made a long swing through 11 important cities in the south, east, and midwest, with a heavy schedule of stage appearances and newspaper, radio, and television interviews, making himself available as never before to his millions of fans.

A lavish city-wide celebration marked Cagney's arrival in Austin, Tex., for the world premiere of the production at the Paramount. At a luncheon in the Austin Club of the Commodore Perry Hotel, Governor Allan Shivers, himself appearing in a forthcoming Paramount film, "Lucy Gallant," presented the star with a plaque commemorating his 25th anniversary in motion pictures, which coincided with the film's opening. At the University of Texas, Cagney was presented with a pair of silver spurs by the University Men's Club, of which he became an honorary member, and later met with 750 students at a coffee party in his honor. But the highlight of his visit to the Texas capital was the opportunity to address the state legislature on soil conservation, a subject in which he is intensely interested, having worked closely on it with national youth groups such as the 4-H Clubs and the Future Farmers of America. He also found time to make three personal appearances, to the delight of the huge audience at the Paramount, for the premiere.

From Austin, Cagney went on to successive openings of the film in San Antonio, Houston, Dallas, and Fort Worth. As a result of further drum-beating by Cagney in Atlanta, "Run For Cover" got a big reception when it opened at the Paramount there. At the state capital, Cagney was made an honorary colonel on the staff of Governor Marvin Griffin, and was guest of honor at Variety Club luncheon attended by 100 exhibitors from Georgia, Florida, and Alabama, with whom he conferred on plans for the now successfully launched Southeastern Movie Festival.

The Paramount star made advance public appearances in Boston and New York, and from Atlanta went on to Detroit, Cincinnati, and Pittsburgh. He was accompanied on the tour by Mrs. Cagney and producer's agent A. C. Lyles.

The Paramount star meets Governor Allan Shivers, of Texas, center, in Austin. They are shown with, left to right, Bob Bixler, Paramount field man; Al M. Kane, division manager, and Frank Starz, Interstate Theatres.

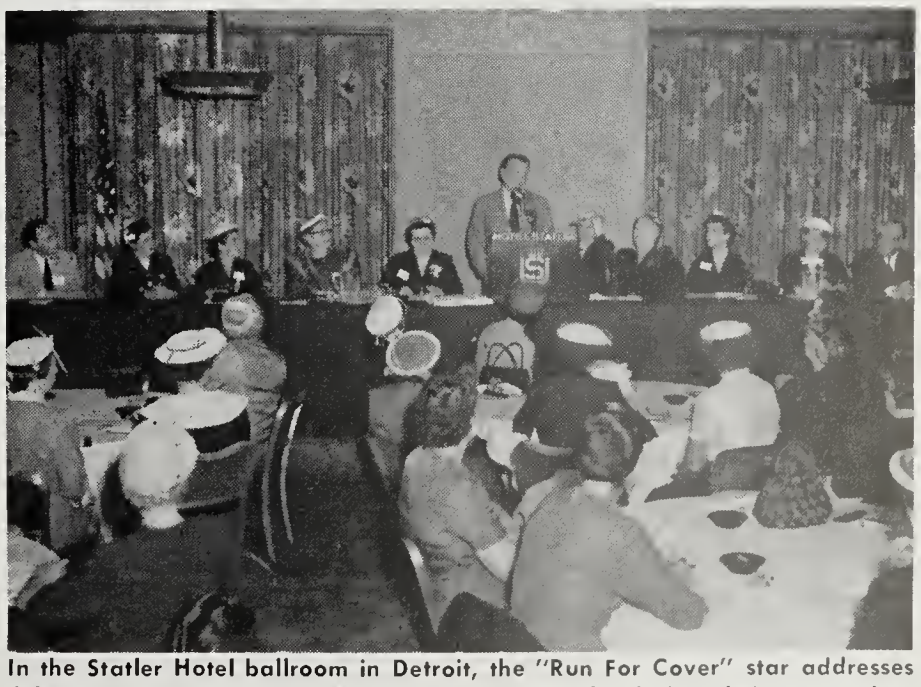
During his Texas visit, Cagney stopped off in Dallas for a personal appearance, and dropped in to say hello to Paramount's branch office workers. He is shown here being greeted by Al M. Kane, division manager.

In his Dallas hotel room, Cagney chats with R. J. (Bob) O'Donnell, head, Interstate Theatres, during an early morning breakfast interview for the press. "Run For Cover" was opening at the Palace.

Continuing on to Houston, Cagney talks with A. C. Lyles, Pine-Thomas Productions, and Bernard Sakowitz, civic leader and merchant, on the occassion of the Paramount production's opening at the Metropolitan.

Cagney had a crowded schedule during his Atlanta sojourn for advance publicity of "Run For Cover." At a luncheon in his honor, top right, he is shown discussing plans with J. H. Thompson, president, Motion Picture Theatre Owners and Operators of Georgia. Stopping at the Paramount branch office, he confers on the film with, left to right, Tom Brewster, Grace Bramblett, Frank English, Charles Farmer, manager Foster Hotard, Paul Morgan, and Richard Ridling. Bottom, left, he shows amazement to the office staff at the number of bookings for the film; right, Cagney and Jimmy Harrison, Wilby Theatres, smile over prospects.

At a cocktail party in his suite at the Statler Hotel, Detroit, Cagney is shown enjoying his meeting with Charlie Whittaker, manager, Palms.



In the Statler Hotel ballroom in Detroit, the "Run For Cover" star addresses delegates of the National Motion Picture Councils, during their convention.

WORLD PREMIERE

LOEW'S STATE, N.Y., JUNE 3

the industry's most e

followed by

CENTER, DENVER, JUNE 11

ALLEN, CLEVELAND, JUNE 15

ASTOR, BOSTON, JUNE 15

CENTURY, BUFFALO, JUNE 15

CHINESE, L.A., JUNE 17

— and soon across the nation!

itting boxoffice news!
tch
AVAILABLE EVERYWHERE FOR
JULY 4th
BILLY WILDER
WILDER AND GEORGE AXELROD
eleased by 20th CENTURY FOX
"It's a pleasure to do business with 20th!"

This Was The Week When.....

The General Federation of Women's Clubs cited Ernest Borgnine as "Character Actor of the Year" for his role in United Artists' much-awarded "Marty." . . . U-I's "To Hell And Back" was slated to have a forward by General Walter Bedell Smith. . . . Reissued by RKO, John Ford's classic, "The Informer," began a run in New York's Baronet. . . . Walt Disney's "Lady And The Tramp" was booked for an early world premiere in New York's Roxy, on a double bill with Disney's "Switzerland."

President George P. Skouras, United Artists Theatre Circuit, was elected trustee of Los Angeles' St. Sophia Greek Orthodox Cathedral. . . . Dmitri Tiomkin arrived in New York for pre-release bally on Warners' "Land Of The Pharaohs." . . . St. Louis planned home-coming ceremonies for Virginia Mayo to coincide with her personal appearance at the Fox for the world premiere of RKO's "Pearl Of The South Pacific," June 26. . . . 20th-Fox announced 71 first domestic and Canadian engagements in June for "The Seven Year Itch." . . . United Artists revealed that the world premiere of Stanley Kramer's "Not As A Stranger" will be televised on a 76-station NBC network from Beverly Hills' Stanley Warner, June 29.

Kintner Hits Toll-TV

WASHINGTON—Robert E. Kintner, ABC president, last fortnight told the Television Management Conference of the National Association of Radio and Television Broadcasters that the proponents of toll-TV are misleading and confusing the public, and predicted that the subscription method would result in a limited use of television facilities not in the public interest. An ABC survey, he said, shows that 50 per cent of the people interviewed interpreted toll-TV as "special shows," and that those who really understand it are opposed to it.

Discussing industry problems with the management group, Kintner said the greatest problem at present is the need for accessible television stations to permit the public to receive a variety of programs easily. He made some specific suggestions to alleviate "The monopoly situation": that the FCC act speedily to end substantial monopolies where allocations are now available but no final action has been taken, and immediate consideration of allocation to communities whose coverage areas could deliver a signal to present monopoly markets.

U-I Names Lait

HOLLYWOOD—Jack Diamond, studio publicity director, U-I Studios, last week set George Lait as his assistant studio publicity director. Lait has been on special assignment at Paramount since his recent resignation as director of publicity at Columbia following a career of foreign and war correspondence for Universal Service and International News Service. He had served for six years as a Columbia publicist prior to his appointment there in 1952 as publicity director. Diamond also announced the promotion of Harry Niemeyer, U-I studio publicity staff, to the post of department editor.

Yates-Rank Suit Settled

NEW YORK—A breach of contract suit brought against the J. Arthur Rank Organization for $1,950,000 and $680,000, respectively, by Charles V. Yates, was dismissed and settled, with prejudice, last fortnight in New York District Court.

In July, 1952, Yates charged that he has had a contract with JARO for the distribution of 44 pictures in one group and 40 in another which Rank had failed to deliver.

LETTERS

All Unsolicited

(The letters from readers of MOTION PICTURE EXHIBITOR which appear on this page are all unsolicited.

MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters to the publication.—Editor)

It seems to me that the Zenith plan, if adopted, will result in more Communism in every community in the U. S. because any time the consciousness of the poor are reminded that they are poor slobs and only the rich can see a special TV show even if the air is free, progress is arrested. My father's brother had a concession in Central Park and somebody sold him the idea to put chairs and benches in the shade of a tree, but in order to sit on those special shady chairs or benches it costs 25 cents. So the poor had to sit in the heat of the day and the rich were made cool and refreshed all day for 25 cents an hour. Well, the natural law of fairness took affect, and no matter how mighty the politicians and the law were at the time, human values were more important, and the chairs and benches were demolished and my poor rich uncle was ruined. I worked for him and I know. Instead of turning a caterpillar into a butterfly, they might as well turn democracy into communism.

IRVING H. ISAACS
Industrial Financier
New York, N. Y.

I saw your piece ("NOW, I'LL TELL YA WHAT I'M GONNA DO!—May 11) and used it in an hour and 15 minute NBC broadcast from the Chez Paree in Chicago. The Indian Kickapoo snake remedy got a laugh and sank home. Hope you don't mind my stealing your editorial thoughts.

TRUEMAN T. REMBUSCH
Co-chairman
Committee Against
Pay-As-You-See TV
Franklin, Ind.

We want to compliment you on your approach to the present crisis between distributors and exhibitors. Keep up the good work.

B. REDFOOT
Arcadia
Windber, Pa.

I enjoy MOTION PICTURE EXHIBITOR very much and always look forward to getting it.

FRANK AYDELOTTE
Aggie
Fort Collins, Colo.

I enjoy the contents of your magazine, and I particularly was interested in the editorial, "The Noose Hangs High" (April 27). Thanks for all your fine efforts to protect the motion picture industry.

A. FULLER SAMS, JR.
Statesville Theatre Corporation
Statesville, N. C.

MAMMOTH THRILLS in Columbia's MAMMOTH JUNGLE SERIAL!

Hot out of Africa! The world's darkest continent brings you a whole new world of adventure, intrigue, mystery, action!

BOOST YOUR MATINEE BUSINESS WITH THE

ADVENTURES OF CAPTAIN AFRICA

MIGHTY JUNGLE AVENGER!

JOHN HART AS CAPTAIN AFRICA

with

RICK VALLIN • BEN WELDEN

JUNE HOWARD • BUD OSBORNE

A COLUMBIA SUPER-SERIAL

STARRING

Story and Screen Play by GEORGE H. PLYMPTON

Produced by SAM KATZMAN • Directed by SPENCER G. BENNET

USE COLUMBIA'S HOT CAMPAIGN BOOK TO SELL THE SCREEN'S HOTTEST SERIAL!

MGM Increases Cartoons

HOLLYWOOD—A vastly augmented cartoon production schedule, requiring a 100 per cent increase in its present personnel, was announced last week by MGM.

The new slate calls for filming of 18 cartoons annually, doubling the current schedule. The entire program will be in CinemaScope and Technicolor. With the expansion of cartoon production, Joseph Barbera and William Hanna, for the past 16 years the writing and directing team of "Tom And Jerry" cartoons, were promoted to full producer status. Hal Elias, for 18 years associated with the production and distribution of MGM short subjects and cartoons, has been promoted to manager, cartoon department.

Schenck Quits Magna

NEW YORK—Joseph M. Schenck resigned last fortnight as the board chairman of Magna Theatre Corporation, which owns the distribution rights to "Oklahoma!" and has the majority interest in the Todd-AO Corporation, owning the licensing agency for the new process. No date has been set for the "Oklahoma!" opening at the Rivoli.

It is understood that Schenck will remain as board chairman of United Artists Theatre Circuit, which owns a large interest in Magna.

Republic Declares Dividend

NEW YORK—Ernest A. Hall, Fort Lauderdale, Fla., was elected a member of the board of Republic at a meeting held at the company's offices last week at which time a regular dividend of 25 cents per share on preferred stock, payable July 1 to stockholders of record as of the close of business on June 10, was declared.

Hall was formerly president, Hall Manufacturing Company, Toledo, O.,

IT'S
mammoth
from
Columbia

The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (JUNE 8, 1955)

- Registering grosses in the highest brackets.
- Just fair, nothing out of the ordinary, average.
- Good, although not breaking down the walls.
- Disappointing, below what was expected.

AN ANNAPOLIS STORY (AA)	A MAN CALLED PETER (20th-Fox)
SHOTGUN (AA)	VIOLENT SATURDAY (20th-Fox)
THREE FOR THE SHOW (Columbia)	DADDY LONG LEGS (20th-Fox)
TIGHT SPOT (Columbia)	BIG HOUSE, U. S. A. (UA)
HIT THE DECK (MGM)	STRANGER ON HORSEBACK (UA)
BLACKBOARD JUNGLE (MGM)	MARTY (UA)
THE GLASS SLIPPER (MGM)	THE PURPLE PLAIN (UA)
BEDEVILLED (MGM)	KISS ME DEADLY (UA)
THE PRODIGAL (MGM)	CHIEF CRAZY HORSE (U-I)
THE COUNTRY GIRL (Paramount)	MA AND PA KETTLE AT WAIKIKI (U-I)
RUN FOR COVER (Paramount)	MAN WITHOUT A STAR (U-I)
MAMBO (Paramount)	REVENGE OF THE CREATURE (U-I)
STRATEGIC AIR COMMAND (Paramount)	CULT OF THE COBRA (U-I)
THE FAR HORIZONS (Paramount)	BATTLE CRY (Warners)
HELL'S ISLAND (Paramount)	NEW YORK CONFIDENTIAL (Warners)
RAGE AT DAWN (RKO)	EAST OF EDEN (Warners)
ESCAPE TO BURMA (RKO)	JUMP INTO HELL (Warners)
SANTA FE PASSAGE (Republic)	STRANGE LADY IN TOWN (Warners)
UNTAMED (20th-Fox)	THE SEA CHASE (Warners)

In The Newsreels

MOVIETONE NEWS (Vol. 38, No. 46) Washington: White House garden party for veterans. West Germany: Excavators uncover camp site of 22nd Roman Legion. England: Islam celebrates Feast of Ramadan at Surrey. Aurora, Colo.: Army volunteers test "hot" food iodized by atoms. France: Daredevil uses seven chutes in one jump. Australia: Mat men in merry mix-up. France: Cyclists tested by tough terrain.

NEWS OF THE DAY (Vol. XXVI, No. 280) Washington: President Eisenhower remains mum on 1956 candidacy. Greece: Inhabitants of Volos clear up 'quake debris. California: High school kids ride with navy. France: Country folks give Paris a show. Italy: Fashion report. France: Daredevil uses seven chutes in one jump. Italy: Motor ball. Ontario, Canada: Fishing season opens—for kids only.

PARAMOUNT NEWS (No. 83) Udall, Kans.: Tornadoes. England: Eden and Conservatives retain power in election. Germany: Princess Margaret visits. Washington: White House garden party for veterans. France: American Legion honors President Coty. Puerto Rico: Giant airport. France: Daredevil uses seven chutes in one jump.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 678) Off Formosa: Seventh Fleet on guard. New York: Skyscraper of stainless steel. France: Dark glasses a la mode. Santa Monica, Cal.: Mamie Van Doren christens DC-6 transport for Belgian Airlines. Washington: White House garden party for veterans. College Park, Md.: Lacrosse. Oakland, Cal.: Motorcycle drill team.

WARNER PATHE NEWS (Vol. 26, No. 85) India: Feasting ends Holy Month of Moslems. Puerto Rico: Giant airport. Thailand: Blind orphans tour U.S. warship. Washington: White House garden party for veterans. En Route to Europe: Fashions shown aboard airliner. France: Daredevil uses seven chutes in one jump. Washington: Four wrestlers, two referees, one riot!

MOVIETONE NEWS (Vol. 38, No. 45) England: Eden and Conservatives retain power. Langley Air Force Base, Va.: Air aces display firepower fury. Italy: New hair styles threaten men. Holland: Twins convention. England: Centrifugal force test device used for air research. England: French horse wins the Derby. John Day, Ore.: Kids stage wild west show.

NEWS OF THE DAY (Vol. XXVI, No. 279) England: Eden and Conservatives retain power. Washington: Mrs. Eisenhower opens display of first ladies' gowns at Smithsonian Institute. England: Helicopter high jinks. Puerto Rico: Giant airport. Udall, Kans.: Tornadoes. England: French horse wins the Derby.

PARAMOUNT NEWS (No. 82) Poplar, Wis.: Major Richard Bong, war ace, honored. Holland: Twins convention. England: French horse wins the Derby. Monte Carlo, Monaco: Grand Prix auto race. Eastern Oregon: Junior in the saddle. California: Robot umpire.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 677) Fort Konx, Ky.: Jet tanks in maneuvers. England: Eden and Conservatives retain power. Poplar, Wis.: Major Richard Bong, war ace, honored. Centereach, L. I.: Fire fighting show. Holland: Twins convention. Washington: Mrs. Eisenhower opens display of first ladies' gowns at Smithsonian Institute. England: French horse wins the Derby.

WARNER PATHE NEWS (Vol. 26, No. 84) Washington: Blind Judge gets award from President. Washington: Mrs. Eisenhower opens display of first ladies' gowns at Smithsonian Institute. Holland: Twins convention. Israel: Ancient Bible scrolls restored in Jerusalem. Norway: Mountain NATO troops in tests. Scotland: U.S. wins Walker Cup. Italy: Soccer on scooters. Toronto, Canada: Aerialist stays up 48 hours.

Rank And Zenith Contract For British Empire Toll-TV

CHICAGO—Sir Alexander Korda, leading British film producer, has signed contracts with Zenith Radio Corporation leading toward the establishment of subscription television in the United Kingdom, Ireland, and the Channel Islands, it was announced here last week by Commander E. F. McDonald, Jr., Zenith president.

Armed with a broad gauge contract covering use of Zenith Phonevision, Korda plans to seek permission of his government to broadcast subscription TV programs and make manufacturing arrangements to produce the necessary technical devices for the system.

According to Zenith officials, the British producers will establish a new corporation to launch and operate the service.

Konecoff

(*Continued from page* 8)

at 20th-Fox has orders that there is to be no direct contact with Monroe and therefore devious ways and means had to be devised to get her to show up. The last few days prior to the showing were very amusing in some quarters to an outsider looking in.

STILL MORE ON ABOVE: The audience of press representatives, show biz personalities, industryites, and plain ordinary customers seemed to highly enjoy the proceedings which should set every red-blooded American youth between the ages of thirteen and sixty-five to dreaming or reminiscing as the case may be. Tom Ewell steals the picture, being on screen practically all of the time, and Monroe is just about perfect in her role, with the whole thing winding up as very funny film fare and a welcome way to beat the summer heat.

NATIONAL LEGION OF DECENCY

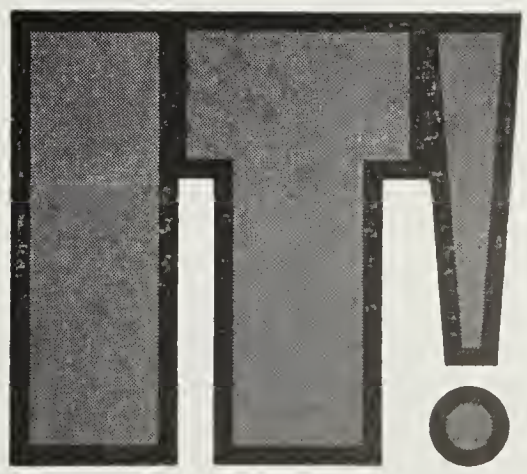
UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Santa Fe Passage" (Republic); UNOBJECTIONABLE FOR ADULTS: "Rebound" (Columbia); "The Shrike" (U-I); "Svengali" (MGM); "Tall Man Riding" (Warners); "That Lady" (20th-Fox); OBJECTIONABLE IN PART: "The Adventures Of Sadie" (20th-Fox); "Love Me Or Leave Me" (MGM); "Magnificent Matador" (20th-Fox); "Outlaw Girl" (Italian-made) (I.F.E.); CONDEMNED: "The Bed" (French-made) (Kingsley-International).

Paramount Ups Perkins

NEW YORK—James E. Perkins has been elected executive vice-president, Paramount International Films, it was announced last week by George Weltner, Paramount world wide sales chief. Perkins, who will headquarter in New York, is a veteran of 30 years with Paramount in posts throughout the world.

THE METROPOLITAN SCENE: Congratulations on some new appointments, like for instance that of Andy Gebstaedt to the post of advertising manager for Republic by ad-pub director Steve Edwards. It's a nice step up from his post of production manager, and he's a good man. . . . Then it was revealed that Jones Rosenfield, Jr., IFE vice-prexy in charge of advertising, publicity, and exploitation, has named Lars McSorley to contact trade papers for the company in addition to writing and working on TV and radio contacting. . . . There's a very good piece on the brothers Skouras in the June issue of American Magazine entitled "The Mighty Musketeers of the Movies" by Clarence Woodbury, which is thoroughly interesting and revealing. Industryites will appreciate much of the fotos and wordage, particularly. . . . We'll bet that New York Times readers were startled when they picked up the May 29 issue and saw Marilyn standing there on a full page with skirts a blowing. Some probably shook their heads and wondered where the world was heading while others probably perked up to a peak they hadn't reached in years. . . Good pressbook is out on "Marty."

THEY DON'T COME ANY BIGGER THAN



from Columbia

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Showmanship Sweepstakes Brings Enthusiastic Exhibitor Response

RESPONSE to the announcement of MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES, which tees off on July 6, have been overwhelmingly favorable.

The contest, which offers one prize of $100 for the one best promotional effort submitted each week, represents the publication's effort to back up and bring into continuing focus, the showmanship efforts currently being pushed by MGM with its Ticket Selling Workshops, and other film companies with various contests.

Likewise, the acclaim and enthusiasm with which those asked to serve as a committee of judges for the Better Management contest attest to the fact that MPE's SHOWMANSHIP SWEEPSTAKES is, as previously stated, "the hottest new (and original) idea in the last 25 years."

One prominent circuit head stated in his acceptance as one of the judges that the many ideas in exploitation, advertising, and publicity that he might find adaptable to his theatres would more than compensate him. Another suggested that MPE take the first week's prize itself for coming forth with the idea.

Actresses Hildy Parks, left, and Georgia Landau, are seen recently admiring gold-filled products at the kick-off of the extensive Gold Filled Manufacturers Association-Columbia promotion on behalf of "A Prize Of Gold" at Loew's State, Providence, R. I. The Gold Filled Association has earmarked $50,000 worth of merchandise to be used as contest prizes in each of the key cities where the film plays.

Like almost everything else, the selling of entertainment and of theatre services and conveniences, is apt to fall into a pattern and become routine. All too often, exhibitors and particularly salaried managers are wont to take the attitude that "the people know that" and "it's not worth the effort." MOTION PICTURE EXHIBITOR is out to disprove this by becoming the ONLY trade paper that will reward effort with a BIG weekly cash prize.

Bringing in those extra bucks at the boxoffice may now be more than worth your time and effort. This is MOTION PICTURE EXHIBITOR'S sincere effort to provide an incentive for a resurgence of showmanship.

Honesty Pays Off

WORCESTER, MASS.—Michael Stranger, manager, Plymouth, worked a stunt that had all Worcester talking "5 Against The House" when the Columbia film played his theatre. Stranger collected 35 ladies purses and stuffed them with a typewritten note saying, "Don't Gamble—Stay Honest—Return This Wallet To The Plymouth Theatre And Receive A Pass To See The Big Gamble As It Takes Place In '5 Against The House'." The purses were "lost" around the streets of downtown Worcester. The success of the stunt was testified to by the fact that all the purses were returned to the theatre.

Paul Levi, Pilgrim, Boston, came up with an attention-getting contest, also. Levi called it the "Kim Novak Sizzling Name Contest" whereby contestants were asked to submit a sizzling new name for Kim Novak. The best 20 names submitted were each worth a pair of guest tickets to see the film.

VistaVision Brochure Hails Paramount Films

NEW YORK—Exhibitors, newspaper editors, film critics, and radio and television commentators throughout the country soon will receive in the mail from Paramount branches copies of an elaborate, multicolored 22-page brochure which calls attention in striking detail to Paramount's exceptionally strong product lineup for the near future.

The brochure is entitled, "Paramount Presents Around the World . . . A New World of Entertainment in VistaVision." Two pages are devoted to the critical acclaim that has been heaped on VistaVision, the Paramount-developed production and giant-screen presentation process.

Twenty-four completed and currently-filming productions are analyzed and illustrated in this vivid publication. Special attention is given to Cecil B. DeMille's "The Ten Commandments." Color stills and star photos plug the many top productions involved.

"Strategic Air Command," "The Seven Little Foys," "Run For Cover," "We're No Angels," "Hell's Island," "Ulysses," "The Far Horizons," "You're Never Too Young," "To Catch A Thief," "Lucy Gallant," "The Girl Rush," "The Trouble With Harry," "The Rose Tattoo," "The Court Jester," "The Desperate Hours," "The Vagabond King," "Anything Goes," "Artists And Models," "The Man Who Knew Too Much," "Too Late, My Love," "Lady Eve," "The Magnificent Devils," and "The Mountain" are the other big-scale productions covered in the lavishly-mounted document. A special section is devoted to the outstanding two-reel VistaVision short subjects which are being and soon will be released, and to the company's one-reel shorts.

Records Plug "Kentuckian"

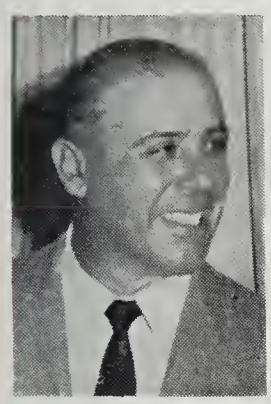
NEW YORK—A wide-ranging music promotion backing United Artists' "The Kentuckian," Hecht-Lancaster production, kicked off recently with national distribution and promotion of five recordings of the title song, it was announced by Francis M. Winikus, national director of advertising, publicity, and exploitation for UA.

The initial waxings of the "The Kentuckian Song," which will provide the peg for intensive radio-TV and music store drum-beating, are by Hugo Winterhalter (RCA-Victor), the Hilltoppers (Dot), Guy Cherney (Mercury), Bobby Sherwood (Coral), and Jimmie Brown (MGM).

Special screenings of "The Kentuckian" for disc jockeys and record dealers and distributors in 60 key cities will launch saturation air plays and store displays in the 32 exchange areas. The big-scale promotion will boom the film with special counter and window builds featuring scene stills and credits.

The Editor Speaks

HERB MILLER, a great guy, has left the scene. After more than 25 years as editor of MOTION PICTURE EXHIBITOR, he wrapped up the business on his desk, picked up his hat and coat, and quietly went upstairs to much better things.



PAUL MANNING

I KNEW Herb Miller as a man of absolute integrity. He was both a fine editor and a wonderful guy, no mean combination. His brand of reporting was the kind which builds distinction and high principle for a publication and was largely responsible for the enviable editorial reputation which MOTION PICTURE EXHIBITOR holds today in the field of industry trade journals.

"GIVE THE READERS the unpolished, unbiased truth of the matter. Keep the news brief but factual, the picture reviews honest and precise. Whipped cream belongs in the ads!" This was Herb Miller's creed, and I'm sure there's many an exhibitor out there who has long since come to recognize and appreciate Herb's fearless brand of editorship. Recently, at random, I went through the stacks of correspondence I've had from Herb over the long years of our association. The dry humor, clear thought, and understanding help contained in these documents will long be cherished and remembered.

HIS SORROWING WIFE and young son, the entire staff of the paper, his thousands of readers, his multitudes of personal friends, they will all miss him. And so, Herb, happy landings, and auf wiedersehn!

Paul Manning

STUDIO SURVEY appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 8, No. 6 **June 8, 1955**

STUDIO SURVEY

Motion Picture Exhibitor Laurel Awards Nominations

WARNER's

"MISTER ROBERTS"

starring

HENRY FONDA, JAMES CAGNEY, WILLIAM POWELL, JACK LEMMON

and also starring

BETSY PALMER, WARD BOND, and PHIL CAREY

Produced by Leland Hayward. Directed by John Ford and Mervyn LeRoy.
Screen play by Frank Nugent and Joshua Logan. Based on the play by Thomas Heggen and Logan, from the novel by Heggen.
An Orange Production.
A CinemaScope Production. Color by WarnerColor.

MGM's

"LOVE ME OR LEAVE ME"

starring

DORIS DAY and JAMES CAGNEY

co-starring

CAMERON MITCHELL

with

ROBERT KEITH, TOM TULLY, HARRY BELLAVER, RICHARD CAINES, PETER LEEDS

Produced by Joe Pasternak. Directed by Charles Vidor.
Screen play by Daniel Fuchs and Isobel Lennart. Story by Daniel Fuchs.
A CinemaScope Production. Color by Eastman Color.

20th CENTURY-FOX's

"DADDY LONG LEGS"

starring

FRED ASTAIRE and LESLIE CARON

co-starring

TERRY MOORE and THELMA RITTER

with

FRED CLARK, CHARLOTTE AUSTIN, LARRY KEATING, KATHRYN GIVNEY, KELLY BROWN, and RAY ANTHONY AND HIS ORCHESTRA

Produced by Samuel G. Engel. Directed by Jean Negulesco.
Screen play by Phoebe and Henry Ephron, from the novel by Jean Webster.
Words and music by Johnny Mercer. Ballets by Roland Petit.
A CinemaScope Production. Color by De Luxe.

This Producer's Job Begins Where Others Leave Off, For

Kramer Both Makes Them And Sells Them

FOR the past 18 months, active Stanley Kramer has dedicated himself to the most ambitious and painstaking undertaking of his notable career, preparing, producing, directing, and publicizing the screen version of Morton Thompson's 1,500,000-copy best seller, "Not As A Stranger," which United Artists will release.

Though long known as a meticulous craftsman, Kramer has never before devoted so much time and energy to producing a single film and pre-selling it on a truly international scale.

Kramer's participation in this year-and-a-half long project began in January, 1954, shortly after acquisition of the film rights to the powerful novel about the practice of modern medicine. With distribution of the book, which was to become the runaway best-seller of the year, barely started, he took to the road for a gruelling cross-country swing.

At hundreds of book shops in scores of key cities, the producer met with sales people, readers and reporters to spotlight the novel which he was bringing to the screen. Kramer carried the unique pre-production campaign to an audience of millions with personal appearances on 75 TV and radio network shows.

In talks before readers' clubs and women's groups, he solicited casting suggestions for the prized roles of Dr. Lucas Marsh, the two women who profoundly influence him, and the fellow doctors who figure in the climactic crisis of his professional career.

Convincing proof of the amount of interest he had aroused came several months later with the announcement of star casting for "Not As A Stranger," Olivia de Havilland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, and Charles Bickford. Letters by the hundreds commenting on the selections flooded into the United Artists offices.

In September of last year, with book sales soaring toward the 1,000,000-mark and the script by Edwin and Edna Anhalt completed, Kramer assembled the cast on the coast for the production marking his debut as a director. To capture the authentic feel and detail of the medical profession, he had spent months talking to doctors and visiting the wards and operating rooms of dozens of hospitals. Now, before a single camera turned, he put the star cast through a week-long tour of four Los Angeles hospitals, where they observed operations and clinical techniques.

After completion of production, Kramer reurned to United Artists' home office in New York a full three months before release for a step-by-step analysis of each phase of the $1,200,000 ad-publicity-exploitation campaign backing the most important film he has ever brought to the screen.

Then, with his wife, Anne, who served as dialogue director on the picture, Kramer launched a month-long series of radio-TV and in-person appearances that beamed news of "Not As A Stranger" to additional millions in every section of the country. There followed a five-week tour of Europe, where he screened the multi-million dollar production for opinion makers, met with exhibitors, and held air and news interviews.

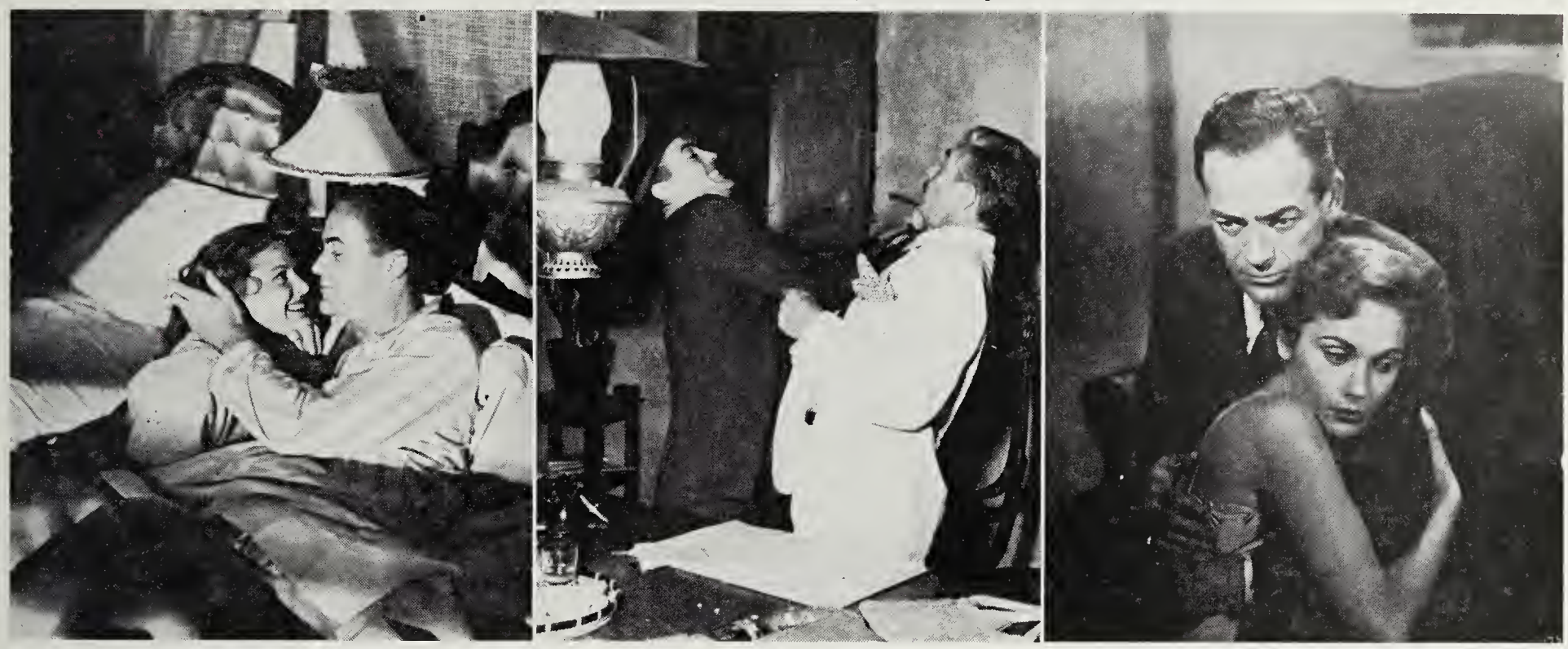
The hard-driving producer will be back in New York for the area premiere of "Not As A Stranger" early this summer. After that, its the road again and more drumbeating. Kramer has himself a picture and he's making sure that everyone knows about it.

"Not As A Stranger" will have a gala world premiere at the Stanley Warner, Beverly Hills, Cal., with a concurrent opening at the Capitol, New York, on June 29. The west coast premiere will be brought to the nation by a 76-station NBC-TV network via Steve Allen's "Tonight" program, which will originate at the theatre.

Above, left, a last minute script change in "Not As A Stranger" is discussed by Kramer with stars Olivia de Havilland and Robert Mitchum, right, Kramer stresses the reading of a line to Frank Sinatra. Below, left, Kramer is found in one of the many bookshops he visited coast-to-coast in a pre-production junket to hypo sales of the book; right, he spotlights the film in an appearance on TV's "Toast of the Town," with Ed Sullivan.

Presenting Mark Stevens, Actor, Producer, Director

This triple threat star finally realizes his ambition as cameras turn on Mark Stevens Productions' first film, "Timetable," heralding a new product source.



In scenes from "Timetable," Mark Stevens is shown, left to right, with Marianne Stewart, John Marley, and Felicia Farr. The film is the first production effort by the newly-created independent company operated by Stevens, and the actor also handles the direction chores.

WITH THE SWITCH these days from actor, to director, to producer, and sometimes to all three at once, why shouldn't a heads-up young star like Mark Stevens get into the swim of things? Which is exactly what he's done. I can report, after this exclusive MOTTION PICTURE EXHIBITOR interview, that Mark likes the water real fine!

BUSILY ENGROSSED in "Timetable," the first wholly independent production for Mark Stevens Productions, Mark is a busy hombre these days. I was just able to grab a sandwich and a little gab with him between shots on a location in the Spanish quarter of downtown Los Angeles. Between chinning with me, thinking about the next shot, worrying about the light changes, and studying his next lines (he was acting in this scene, too), he really had quite a job on his hands; but he was loving it.

MARK CUT his first "behind-the-camera" teeth when he directed "Cry Vengeance" in which he also starred. He turned in a pretty good chore, liked doing it, and it encouraged him to go ahead with the idea he had been toying with for some time, a wholly independent film company of his own. After all, he told me, he'd been around pictures for quite a spell now, and even though he never actually poked his nose into what was going on around him, he did manage to keep his eyes and ears open, asked a few pointed questions here and there, an, in general, didn't miss much.

AND IT PAID OFF, for today Mark has set up his own shop in the busy California Studios, once owned by the late Harry "Pop" Sherman, who gave us those unforgettable Hopalong Cassidy films. Today this studio is a scene of feverish activity. All kinds of production, movie, TV, what-have-you, keep the sound stages and open lot in a constant state of bustling, round-the-clock action. "This," Mark told me, "is the kind of atmosphere I like to be around. Men with their sleeves rolled up, with a job to do, and doing it well."

"TIMETABLE," the suspense action-drama feature he is making, was selected as his initial production only after exhaustive discussions with a number of top exhibitors in the country. Mark is one actor who can see a bit beyond the end of the shooting script. Even when the film's in the can, he knows that there is an important job yet to be done, the selling job! And so, realizing the importance of the selling chore, he wisely sought the counsel of top film-buyers as to what type of films they considered saleable merchandise.

"TIMETABLE," a fast moving, intriguing drama, looked like the best bet, and the bottle of champagne was duly broken over the camera as it started to grind out the first scenes of this exciting picture.

A NEW FEMININE STAR, Felicia Farr, will be introduced in the film, Mark thinks she will go far in motion pictures as a result of her strong performance in "Timetable." In a top role opposite Stevens is that veteran of the Broadway stage and TV, King Calder. Calder is well known to critics and public alike. Marianne Stewart, Mrs. Louis Calhern offstage, in a featured role, rounds out the able cast.

ABEN KANDEL, the celebrated novelist ("City For Conquest," "They Won't Forget," etc.), did the screen play from an original by Richard Angus. Rounding out this young and ambitious company we have Edward Rission, associate producer, and Stanley Silverman, story editor and dialogue director.

SUMMING UP I would venture to think that when "Timetable" hits the screen it should be a pretty good movie. I can tell you that a lot of heart is going into it from every department.

With associate producer Eddie Rission, left, and Stanley Silverman, story editor and dialogue director, Stevens discusses production problems. At right, Stevens is found at the camera on location. Camera operator Roy Flin looks on.

Meet Don Fedderson

DON FEDDERSON

WITH TELEVISION shows and characterizations like "Dragnet" and "I Love Lucy" being first tested and pre-sold to the public via video and then converted into feature movies, TV is at last beginning to pay back its debt to the screen in a way which both producers and exhibitors can well understand, via additional returns at the boxoffice.

THIS SUMMATION of the current situation in the movies-vs.-TV cold war comes from Don Fedderson, producer who is preparing to bring one or more of his well-known television story properties to the screen.

"IT IS no longer a one-way proposition," Fedderson asserted. "If the motion picture showman doesn't profit from TV's innovations then it is his own fault. Hollywood no longer hesitates to exchange, borrow, or lift from television where it is to its advantage. That is obvious in the steadily increasing amount of television time bought by movie interests to advertise pictures.

"FOR QUITE a while it was a matter of picture talent in the acting and technical and creative fields being drained off into TV. Now that TV is so well established and has developed its own techniques and its outstanding craftsmen, there is a two-way talent flow between video and movies," according to Fedderson, whose NBC-TV film series, "The Millionaire," will be produced as or edited into a feature picture for regular movie distribution.

"TV WAS FORCED to develop certain techniques to overcome some of its physical restrictions, and now even these are seemingly being adopted by Hollywood. For instance the restriction of TV's small image made it necessary to condense the angles of action and to 'play the scene' more in depth than in width. The stress put on smaller casts proved an asset rather than a liability in the story-telling. Hollywood is following this trend.

"HOLLYWOOD'S RECOGNITION of the validity of video's innovations and methods is reflected in the quite recent film studio buy of Paddy Chayevsky's "Marty," written and produced first on TV, then bought by a major, with the result that it won over regular film product at the Cannes Film Festival."

Fedderson also pointed out that Rod Serling's teleplay, "Patterns," has been acquired by a studio for screen production, as well as several other recent TV presentations.

"SMART SHOWMEN also recognize the value of actors who come to the screen with a pre-sold popularity from TV appearances. A recent example is James Dean, who was introduced to the public via video roles before going to Hollywood for his screen debut in "East Of Eden'."

IF IT has not already become so, then the TV-Hollywood situation is fast resolving into a reciprocal exchange in which everyone wins, including the public!

GOOD THINGS TO COME FROM HOLLYWOOD . . .

20th-Fox's "Daddy Long Legs"

"Daddy Long Legs" is just what the title says it is, a tall-towering pillar of popular appeal screen entertainment!

Fox producer Samuel Engel seems to be embarking on a solid parade of hits, having also produced "A Man Called Peter." He delivers the now familiar screen tale of "Daddy Long Legs" in a most delectable and charming style. Director Jean Negulesco of "Three Coins In The Fountain" fame brings great sensitivity to the principal roles and adds a great big credit to his substantial record of screen hits. This one will be hard to top.

Leslie Caron, petite and adorable, teams with Fred Astaire, and the result is socko entertainment that will keep you engrossed for two fun-packed hours. Miss Caron is the freshest really new personality to hit the screen for many a moon. She possesses a peculiar charm which almost defies description. If there ever was a natural cinderella girl, Leslie is she. She pulls at the heartstrings and never lets go! This is the secret of the Caron appeal and this is the very stuff great stars are made of.

Fred Astaire, enduring artist that he is, bounces through the title role with an enthusiasm which is nothing short of amazing. Playing it to the hilt, Fred chalks up one of the best performances of his long and colorful career. He's just great, period.

With Thelma Ritter and Fred Clark adding powerful performances to the show, and the breath taking ballet production numbers by the celebrated choreographer, Roland Petit, you had just better mark down "Daddy Long Legs" as the picture you gotta see!

Seen are two scenes from 20th-Fox's colorful musical, "Daddy Long Legs," featuring Leslie Caron, Fred Astaire, and Fred Clark, and bottom, director Jean Negulesco and producer Samuel G. Engel.

Fonda For "War And Peace"

HOLLYWOOD—Dino de Laurentiis announced that Henry Fonda has been signed to co-star with Audrey Hepburn and Mel Ferrer in "War And Peace," the $5,000,000 production to be directed by King Vidor and released by Paramount.

It was announced also that the Italian Government has put its official approval on the production, and has sanctioned the use of the Italian army. Arrangements which have been concluded do not affect contracts with Yugoslavia.

NEWS OF THE Territory

BRANCHES
Atlanta

Atlanta's Cerebral Palsy School will be included in a full-length color film to be released in late summer. Ralph Staub, producer-director, "Screen Snapshots," is in Atlanta to film activities at the Atlanta Hospital. The movie taken here will be included in "The Heart of Show Business." The picture will be the documentary story of the Variety Clubs in the U. S., beginning with their initial organization in Pittsburgh some years ago. The Atlanta clinic is supported in part by Atlanta's Variety Club.

Mrs. Virginia Bray, biller, Allied Artists, resigned to move to Montgomery, Ala. . . . Jackie Staples, formerly with Allied Artists, now on Film Row in New Orleans, was a visitor. . . . The Ritz, Hollywood, Fla., closed because of bad business. . . . O. C. Lam, son of O. C. Lam, Lam Amusement Company, Rome, Ga., was elected commander of the Shanklin-Attaway American Legion Post at the semi-monthly meeting.

Loew's Theatres has filed an application in New York District Court for permission to acquire a large drive-in outside of Jacksonville. A hearing on the request was held before Judge Goddard in New York. The ozoner has a capacity of 1350 cars and would be the second one acquired by Loew's since the Paramount decree froze new theatre acquisition by defendant companies. Loew's recently took over the Twin Drive-In, Chicago.

The local WOMPI held their meeting at the Atlanta Variety Club. The following were elected for the term of 1955-56: p esident, Stella Poulnot, Republic; first vice-president, Evelyn Snow, Wil-Kin Theatre Supply Company; second vice-president, Ernestine Carter, Paramount; recording secretary, Doris Honea, Buena Vista; corresponding secretary, Katherine Moore, aNtional Theatre Supply; treasurer, Edythe Bryant, National Screen Service; board of directors, Thelma Haglund, Johnnie Barnes, Martha Hall, and Betty Rary.

President William Richardson, Astor and Capital Exchanges, is back at his office after a trip to Florida. . . . Sales representative Jimmy Bello, same company, back after a trip to Alabama. . . . The estate of the late Edward N. Claughton, head, Claughton Theatres, is estimated to be $15,000,000, in a will admitted to probate. . . . The Wometco Theatres, Florida, started construction of a 750-car drive-in, Fort Lauderdale, tentatively named the Davie Boulevard Drive-In, and this latest addition shou'd be a part of the circuit by Labor Day.

The 27th Avenue Drive-In, Miami, Fla., is being enlarged with the addition of 120 speakers, bringing capacity to 870 cars. . . . Wometco, Nassua, plans a new conventional-type house of 750 seats, in colonial architecture. This makes it six for Wometco on the the island. . . . Florida's Dade County commissioners approved a building permit for two new drive-ins, with the provision that construction is completed in nine months. . . . Variety Club's international chief barker, George C. Hoover, filed for a new 1,000 car drive-in, and George Wilby was the second applicant.

The Atlanta Club of Women of the Motion Picture Industry recently elected its 1955-56 officers at a luncheon meeting held at the Variety Club. Seen, top row, left to right, are Edith Bryant, National Screen Service, treasurer; Mrs. Ernestine Carter, Paramount, second vice-president; and Doria Honea, Buena Vista, recording secretary; and, seated, Mrs. Evelyn Snow, Wil-Kin, first vice-president, and Mrs. Stella Poulnot, Republic, president.

The University of Alabama bureau of business research reports theatre receipts in Alabama for February 12.7 per cent under those for January. The report also shows the February boxoffice was down only 0.8 per cent as compared with the same month in 1954, indicating a trend only too familiar to exhibition.

Marathon, Fla., will soon have a new 500-car drive-in, to cost about $60,000. . . . The Dixieland Drive-In, John Young owner, has been purchased by George S. Owen, Opp, Ala. Owen also owns the Royal, and the Opp Drive-In, Opp. The Dixieland has 275 speakers and the Opp has 324. . . . The Do-Drive-In, Mobile, Ala., plugging "Get Acquainted with Movies Again," offered passes to car drivers through newspaper ads. The pass was subject to 10 cents service charge. . . . W. D. Scott of Taylorsville, N. C., is the new owner of the Taylorsville Drive-In, from H. B. Fortner.

Tom Ferguson, cashier, Gulf-To-Bay Drive-In, Clearwater, Fla., was robbed of about $300 shortly after the second show one night. . . . Herman Addison, United Artists publicity chief, and his boss from New York, Mori Krushhen, entertained theatre and press folks at a dinner at Aunt Fanny's Cabin. . . . Irving Shiffrin, Allied Artists press representative, arranged a magazine break in the Atlanta Journal on "Phenix City," filmed in the Alabama town which was the scene of a recent crime clean-up. . . . Shirley Smoak, United Artists, is back at her desk after a vacation, and making plans to build a new home. Edward Hayes, former office manager, Realart, returned to film row as United Artists sales representative. . . . Sam George, former manager, Paramount, is now in the home office of the Bailey Theatres. . . . Ed Stevens, Stevens Pictures, is off for a tour of his exchanges. . . . President William Richardson, Capital and Astor Pictures, was in Jacksonville, Fla.

Chattahoochee Valley, Ala., residents are saluting Al-Dun Amusement Company on the occasion of its 25th anniversary. The company is owned by L. J. Duncan, who founded the company in 1930 with his father-in-law, the late George A. Allen. . . . R. C. Mullins, Bron-

MGM's recent 20th Ticket Selling Workshop at the Biltmore Hotel, Atlanta, drew 321 exhibitors from the territory in one of the most impressive discussions for ways and means of improving business by following through on Ideas Unlimited, as experimented with and proven successful in theatres managed or operated by the panelists. Mike Simons, MGM director of customer relations, acted as moderator, as he usually does at these meetings, and Emery Austin, in charge of MGM exploitation, gave a detailed analysis of the company's 33 promotion aids. Coca-Cola again played host to the assemblage at luncheon. Shown is an overall photo of the gathering.

son, Fla., is the new owner of the New Drive-In, High Springs, Fla., from its former owners, Mr. and Mrs. Carlos Gutschlag. . . . Norris Hadaway, manager, Alabama, Birmingham, Ala., is the new president of the Birmingham Advertising Club. . . . Maurice Shaaber, Wil-Kin Theatre Supply Company, Atlanta, supervised the installation of CinemaScope at the Imperial, Jacksonville, Fla. . . . Ralph B. Mann, manager, Monroe, Monroeville, Ala., is conducting a contest in cooperation with local merchants to select a "Movie Queen of 1955." The winner will receive a trip to Florida for herself and a companion.

The Main Street Drive-In, Jacksonville, Fla., is asking damages of $450,000 in Federal court, Jacksonville, against Tropical Drive-In, owner-operator of the two-screen Normandy Theatre. Grounds are alleged agreements enforced by the opposition theatre to get films ahead of the plaintiff. Violations of portions of the Sherman and Clayton anti-trust acts are alleged to constitute actual damages of $150,000, and triple the amount is allowed under the law.

Dr. T. A. Cochran and John P. Edge, owners, Blue Sky Drive-In, La Fayette, Ga., feature 400-car capacity and a 100-foot screen. . . . The 78 Drive-In, Jasper, Ala., installed CinemaScope and paved all parking areas and driveways. . . . The Sky-Vue Drive-In, Oneonta, Ala., formerly the Blount Drive-In, has reopened, having undergone extensive repairs and remodeling.

The Tamiami, Naples, Fla., installed CinemaScope. . . . A Federal gift tax claim against Mrs. Nettie E. Sudekum, widow of Tony Sudekum, has been settled out of court for $84,307.50. Mr. Sudekum was founder of the Crescent Amusement Company. . . . Ernest Ingram, Lineville, Lineville, Ala., has installed a new wide screen. . . . Celebrating its sixth anniversary, the Martin, Florala, Ala., awarded a week's pass to the first person who correctly named the house's opening attraction.

Charlotte

The Waylyn, Charleston, S. C., opened. Manager is James W. Cox. This is served by Queen City Booking Agency. . . . Mrs. C. E. Wister, mother-in-law of Mrs. V. Wister, employee, Screen Guild, is a patient in Mercy Hospital.

Cathy Sykes, daughter of H. M. Sykes, Jr., operator, Queen City Booking Agency, is ill in Mercy Hospital. . . . Dave Williams, salesman for IFE, has been under the weather with a slight heart condition which is improving slowly.

Brightleaf Drive-In, Mt. Airy, N. C., has reopened with E. L. Davis and E. R. Forrest, owners, under Queen City Booking Agency. . . . Mrs. Blanche Carr, cashier, MGM, is vacationing in Florida. . . . Mrs. Lillian Nolen missed the WOMPI banquet due to the serious illness of her father.

Mrs. Sam Garber, owner, Williston, Williston, S. C., was in buying and booking with her arm in a sling. She states

Along with E. H. Brauer, Atlanta branch manager, Republic, the "Wompettes" of the Atlanta Club of the Women of the Motion Picture Industry joined in the recent Old Newsboys Day parade. Seen, left to right are Mrs. Ernestine Carter, Paramount; Mrs. Harriett Duval, A.B.C. Booking Office; Mrs. Shirley Smoak, UA; Greta Flowers, MGM; Doris Honea, Buena Vista, and Mrs. Jackie Cowart, UA. Following the parade, they assisted Brauer sell papers in the Buckhead area. Old Newsboy Day was jointly sponsored by the Atlanta Variety Club and the Atlanta Journal-Constitution, with all proceeds, over $75,000, going to the Cerebral Palsy School.

that she fell down and sprained her wrist. Her daughter accompanied her this trip. . . . Lloyd Todd, Jr., employee, Stewart-Everett Enterprises, was made an officer in the American Legion Club at Morris Field recently.

Gordan Bradley, district manager, Paramount, Atlanta, was in visiting with branch manager Al Duren.

Jacksonville

The Davy Crockett craze here reached a new high several days prior to star Fess Parker's scheduled round of public appearances. Department and children's stores blossomed out with numerous window and counter displays. Managers of the new city baseball park were planning to accommodate a capacity crowd when Parker arrives there for dedication ceremonies. The motion picture is booked at the Palace, managed by George Krevo, on June 9.

The two starlets promoting Mickey Spillane's "Kiss Me Deadly" for UA, Maxine Cooper and Elyse Novy, were greeted upon their recent arrival at the Atlanta airport by A. B. Padgett, Wilby-Kincey Theatres; Bob Tarwater, sales manager, UA in Atlanta; and two of the Wompettes of the Atlanta Club of Women of the Motion Picture Industry, Mrs. Jackie Cowart and Miss Doris Honea.

Seventh WOMPI Group Chartered

CHARLOTTE—The newly decorated Chelsea Room of Hotel Charlotte was the scene of the installation ceremony of the officers of the newly chartered WOMPI Club, which is the seventh one in existence at the present time.

Scott Lett, branch manager, Screen Guild, was master of ceremonies. He expressed appreciation to Mrs. Myrtle Parker, president, for asking him to serve in this capacity. He introduced the male guests as the bosses were the honored ones on this occasion. They included Gene Dyer; Kermit High, Carolina, Charlotte; W. M. Primm; Carl Patterson, office manager, Columbia; R. D. Williamson, branch manager, Columbia; J. E. Holson, branch manager, 20th-Fox; Olin Mock, office manager, 20th-Fox; Dick Huffman, MGM salesman; Jack Reville, branch manager, MGM; J. King; F. Norman; R. M. Simril, National Screen Service; R. M. Young; Weber Howell, office manager, Paramount; A. B. Craver, Consolidated Theatres; J. H. Dillon, branch manager, Republic; E. G. Stellings, Stellings-Gossett Theatres; Charles Trexler; R. C. Saunders, Theatre Booking Agency; C. A. Dandelake, president, North and South Carolina Theatre Owners; W. Ayers; J. Greenleaf, branch manager, U-I; A. Sclar, office manager, Warners; R. L. Smart, Wilby-Kincey Theatres, and J. C. Tipton, Wilken Theatre Supply.

Lett congratulated the club on the success they have already realized on their project for the women of the County Home and also in their fund raising project, raffle. Preceding the dinner, Dandelake held a cocktail hour.

The Charlotte chapter was officially in business after receiving its charter from national headquarters. The charter was presented to Mrs. Myrtle Parker by Lett, who also installed the officers, Mrs. Myrtle Parker, president; Mrs. Gladys Hawkins, first vice-president; Mrs. Rosaline Hutton, second vice-president; Mrs. Mildred Warren, treasurer; Mrs. Mildred Hoover, recording secretary; Mrs. Margaet Baker, corresponding secretary, and Mrs. Hazel Miller, chaplain.

The board consists of Mrs. Rebecca Miller, Mrs. Pauline Griffith, Mrs. Lillian Nolen, and Mrs. Viola Wister, in addition to the officers. The banquet was attended by approximately 100 persons, including executives of film exchanges, theatre chains, theatre booking and supply houses, and other firms engaged in the film industry here.

Mrs. Parker congratulated the committee who planned the installation, Mrs. Pauline Griffith, Mrs. Gladys Hawkins, Mrs. Margaret Baker, Katherine Lomax, and Mrs. V. Wister.

The reopening of the Fairfax is planned at an early date, but not as a motion picture house. The city's new Theatre Guild, directed by Paul Geisenhof, will offer stage plays in competition with the Little Theatre. . . . Efficient fire fighters prevented the burning of the Arcade when the largest downtown fire in many years destroyed a nearby clothing store.

Byron Adams, United Artists branch manager from Atlanta, called at booking offices. . . . Another Atlanta visitor was "Snake" Richardson, Capitol Releasing Corporation. . . . George Stonaris came in for a day from the Dixie, Deland, Fla. . . . Bob Daugherty, Haines City, Fla., general manager, Floyd Circuit, called at the company's booking office here. . . . S. O. Jenkins, Sunset Drive-In, Brunswick, Ga., returned from a stay at Hot Springs, Ark. . . . Going to Tampa, Fla., for two weeks was Roy Smith to oversee his candy and popcorn warehouse there while Billy Knight vacationed in Illinois.

The latest local conversion to CinemaScope has been at the Studio in the Florida Theatre Building. Except for Warners product which is screened at the St. Johns, all Florida trade screenings are now being held in the seventh floor Studio, which seats approximately 80 persons.

Leaving for a New York trip were Leon D. Netter, president, Florida State Theatres, who is scheduled to retire on July 1, and Mrs. Netter. . . . FST's president-designate, Louis J. Finske, returned from a visit into the circuit's hinterland of south and central Florida. . . . Here for FST home office meetings were district supervisors Harry Botwick, Miami; Frank Bell, Tampa; and J. L. Cartwright, Daytona Beach.

The local WOMPI club took an active part in selling advance tickets of the Variety Club's "let's get acquainted ball" at the Roosevelt Hotel. . . . Janice Claxton presided at a monthly luncheon meeting of the WOMPI. . . . A picnic was scheduled on June 10 by all workers in the MGM branch office. . . . The Hinson School of Dancing will stage its annual "holiday for rhythm" show at the Palace on June 8.

Memphis

Full Navy cooperation on Allied Artists' "Annapolis Story" at the Warner was assured by commanding officer R. D. Hutchins and liaison officer J. F. Dawson. The campaign is highlighted by the exhibition in front of the theatre of the million dollar replica of the Navy's largest aircraft carrier which will remain on display for the full run of the picture. Two Navy chiefs and four enlisted men will work in shifts handling the display, which is electrically operated and carries its own truck and generator. Through Navy tieups, 13 radio and four TV programs will plug the pictures, and 500 window cards will be distributed by Navy personnel. Off amusement page publicity has been promised by military editors of the Commercial Appeal and Press Scimitar. John Flinn, director of advertising and publicity for Allied Artists, congratulated Commander Dawson.

New Orleans

F. T. McLendon Theatres closed its Frisco, Frisco City, La. . . . Members of exchange personnel who are back at their posts after vacationing are Virginia Deano, ledger clerk; Ethel Sindt, same department; and Ellen Beyer and Effie Carlisle,

Among film personalities on hand for the Southeastern Movie Festival being held in Alabama, Florida, and Georgia, were, left, Jim Arness, Warners star; Mary Murphy, Paramount star; Tommy Thompson, Georgia president, TOA; and, seated, Governor of Georgia Marvin Griffin; and, right, Thompson; Miss Murphy; and Dick Kennedy, Alabama president, TOA.

inspectresses, all of Paramount, and at Republic, Nicholas Herkes, assistant shipper, and Ethel Engler, inspectress. . . . In observance of the fifth anniversary of the Ritz, Natchez, Miss., under the same management, the local paper featured a four column photo of the staff with owner Mrs. Irving Oberlin. . . . Thank you, Eileen Kaiser, 20th-Fox head booker, and a WOMPI member, for your subscription to MOTION PICTURE EXHIBITOR.

Theatres shuttered recently are Bossier, Bossier City, La.; Rex, Osyka, Miss., a Nick Erdey situation; and Al W. Ribbeck's Rebex, Lake Charles, La. . . . Mrs. Vida LeBeau advised Transway to suspend service as she has closed the Blanche, Rougon, La., temporarily .

Ralph B. Mann, manager, Fred T. McLendon's Monroe, Monroeville, Ala., in cooperation with local merchants, is conducting a "Movie Queen of 1955" contest. The winner's award will be an all expense-paid vacation trip to Florida for herself and a companion. . . . G. S. Owen, who but a few weeks ago announced that he acquired operation of the Dixieland Drive-In, Opp, Ala., sent word that he has also taken over another opposition airer, the Midway in that vicinity, from Robert Senn.

The Army and Air Force Motion Picture Service advised Transway that they have changed the name of the Alexandria Air Force Base to England Air Force Base, Alexandria, La. . . . Southern Amusement Company reopened the long closed Delta, Opelousas, La., completely remodeled, refurbished, and equipped with large screen and the newest in projection and sound. . . . William Bryant, manager, 20th-Fox, is back at the office after a business trek in Mobile, Ala., and western Florida. . . . Members of Republic's personnel on vacations are Sylvia Jensen, typist clerk, and Hazel Gordon, inspectress.

Drive-ins reporting temporary closing for screen tower repairs or replacements were the Joy, Greenville, Miss., which was completely blown down, and the Rio, Vidalia, La., which was partially destroyed in a series of vicious wind storms that whipped through Mississippi and eastern Louisiana. . . . William Murphy, Southeastern's manager, checked in after a business jaunt in Florida. . . . G. B. Elam, Winnsboro, La., theatre operator, visited with his buying and booking representative, Theatre Service Company, followed by a social call with Don Stafford and staff, Dixie Theatres.

Art Katzen, Loew's, Inc., field representative, was in town. . . . Marion Francioni, stenographer, Paramount, is on a pleasure jaunt. . . . Mrs. Tony Loiacano resigned as secretary to manager F. H. Hein, Stevens Pictures, to resume secretarial work for her previous employer, president, Bayou Candy Company. . . . Harold "Babe" Cohen returned from a trip to Atlanta.

Joyce Quave, Joy N. Houck's secretary, Joy's Theatres, is spending her vacation at home. . . . Martin, Florala, Ala., a Martin Theatre situation, marked its sixth anniversary. Among the gifts presented to the people was a week's pass to the first person who recalled the theatre's opening feature presentation on May 6, 1949. . . . Mr. and Mrs. Frank Olah returned to their home in Albany, La.,

WOMPI Group Elects New Officer Slate

NEW ORLEANS — The Women of the Motion Picture Industry, in elections held at the New Orleans Hotel, named Mrs. Gene Barnette, Bri-Mont Buying and Booking Exchange, president. Mrs. Barnette succeeds Mrs. Connie Aufdemorte. Also elected were Mrs. Ora Johnson, MPA, first vice-president; Miss Shirley Folse, UA, second vice-president; Mrs. Mary Kelly, U-I, recording secretary; Mrs. Marie Berglund, MPA, corresponding secretary; Mrs. Imelda Giessinger, Richards Center, treasurer; and Mrs. Mary Morris, Paramount; Mrs. Nathalie Odom, MGM; Miss Ruth Toubman, Southeastern Theatre Equipment, and Miss Elizabeth Bacon, UA, directors.

The slate of nominees was under the direction of Miss Augusta Woolverton, MGM, chairman of the nominating committee, who was assisted by committee members Mrs. Mary Morris, Paramount, and Miss Elizabeth Bacon, UA. Serving as election tellers were Miss Claire Stone, MGM, Miss Judith Badeau, Pittman, and Mrs. Ellen Beyer, Paramount.

after a pleasure tour in California. Frank, Jr., and wife held the reins of their Star during their absence.

Among the indepedent theatre owners and circuit executives seen at Warners trade showing of "Mister Robers" at the Pitt were Gaston J. Dureau, Jr., president; Maurice Barr, secretary in charge of publicity and public relations; and Jimmy Howell, film buyer and booker, Paramount Gulf; Holland Smith, manager, Saenger; Arthur Bethencourt, general manager, Bijou, Grand, and Houma Drive-In, Houma, La.; C. C. Meyers and Hank Fayard, Myer's, Biloxi, Miss.; Milton Guidry, Nona, Lafayette, La.; W. E. Limmroth, general manager, Giddens and Rester Theatres, Mobile, Ala.; Earl Perry, general manager, Pittman Theatres; B. J. Keyhan, Gretna Greens Drive-In, Gretna, La.; Rene Brunet, and mother, Mrs. Rene, Sr., Imperial; Phillip Corte, Garden; Frank and Robert deGraauw, F and R Enterprises, Abbeville, and television representatives.

E. W. Brundell's "Temple Of Mystery" stage show played to excellent business at L. J. Brun's Apex, Lumberton, Miss., and Mrs. Smith's Smith, Picayune, Miss. . . . On the Row for screenings were John Richards, vice-president, Slidell Theatres; Ernest MacKenna, manager, Joy; Mrs. O. J. Barre, Barre Theatres, Luling, La.; Eldon Briwa, Bri-Mont Buying and Booking Service; Lefty Cheramie, Rebstock, Golden Meadows, La.; Arthur Bethancourt, Houma, La.; W. E. Limmroth, Giddens and Rester Theatres, Mobile, Ala., and Mrs. Lillian Lutzer, King Drive-In, Shreveport and Barksdale Drive-In, Bossier City, La.

Dave Prince, RKO's district manager, visited with manager Roger Lamantia and staff. . . . Don Fiske, Oak Grove and Lake Providence, La., theatre owner was elected a member of Louisana Power and Light Company's board of directors. . . . Maison Blanche, in conjunction with The Item and Walt Disney's "Davy Crockett, King Of The Wild Frontier," which opens at the RKO Orpheum on June 8, are bringing Davy Crockett (Fess Parker) to New Orleans.

WOMPI entertained the Little Sisters of The Poor with music, square dancing and a magic show. . . . Sympathy goes out to George J. Haas, Transway, Inc., and family in the loss of their 2½ year old son, Patrick Edgar, who died after a playmate saw him choking while munching on a snowball. . . . The Air Force recruiters were at hand early in the morning for an enlistment drive of south Louisiana men to celebrate the opening of United Artists' "Battle Taxi," at the Tudor.

Robert Senn, operator, Midway Drive-In, Sanford, Ala., is giving the State Highway patrolmen in Geneva County a hearty handshake for helping him to prevent having a dark house on a recent Sunday night. When Senn found that the film had not arrived, he made a series of long distance calls and finally located a reserve at the Hartford, Ala., drive-in, which a patrolman rushed to Samson,

MGM's "Wheel of Fortune" float, which is on tour to bally "The Prodigal," attracted desired attention in New Orleans recently as it appeared with its live models in advance of the film's opening at Loew's State.

where it was relayed by another patrolman to the Midway Drive-In. . . . L. E. Watson, Carol, Denham Spring, La., has filed articles with the office of the secretary of state at Baton Rouge to increase the theatre's capital stock of $9,000. . . . Jack Pope, Rayville, La., Joy's Theatres field representative, was at headquarters pinch hitting for office manager Harold Shambach, who is on jury duty in Jefferson Parish.

George Pabst, UA district manager, is back at his office after calling on the manager and staff of Atlanta's exchange. . . . Fess Parker, starrer in Walt Disney's "Davy Crockett," will arrive here on June 4 to boost the movie with personal appearances in downtown department stores, at civic club meetings, on radio and television, and in the lobby of RKO Orpheum where the movie is dated to open on June 8. . . . The booking and contract department of UA's exchange took on an accelerated pace right after the Marciano-Cockell heavyweight championship bout dating the movie which the majority of theatre owners throughout the territory clamored for. A packed audience viewed the bout at Loew's State, where the closed-circuit telecast was presented.

Clara Cote observed her 13th year as Paramount Gulf's "Hello Girl." . . . Mrs. Ruth Bohne, buyer and booker J. T. Howell's secretary at Paramount Gulf, accompanied members and friends of Louisiana's Beautician League on a motor trip to Baton Rouge, La., for the League's annual state session. . . . Thank you, M. J. Price, DesAllemands, La., for joining the large family of MOTION PICTURE EXHIBITOR readers.

Vernon Rhodes, MGM's contract department, flew to San Francisco for a vacation. . . . Fay Boyd, an old timer at MGM, was granted an extended holiday and is joyfully looking forward to her second Blessed Event. . . . Mr. and Mrs. Frank Olah, Star, Albany, La., and associate in the local Skyvue Drive-In, are on a pleasure tour in California. . . . Thank you, Louis Chateau, for your renewal subscription to MOTION PICTURE EXHIBITOR.

Tom Neely, Sr., manager, NTS, attended the opening of the rebuilt Sheff, Poplarville. Miss Neely handled the sale of projection and stereophonic sound, which is all the newest by Simplex. . . . Thank you Anna Molzon, Royal, Labadieville, La., for the extension of subscription to MOTION PICTURE EXHIBITOR. . . . Mrs. Gene Barnett, Bri-Mont's secretary, is back at home from Baptist Hospital, recuperating from surgery.

W. W. Limmroth, Giddens and Rester Theatres, Mobile, Ala., was in on a three day buying and booking trek. . . . Joy N. Houck, president, Joy's Theatres, and co-head, Howco Productions, planed to Hollywood on business. . . . Exhibitors visiting with their buyer and booker, J. G. Broggi, were Louis Gallo, Gallo; Eugene Calongne, Bell; and Herb Hargroder, Beverly Drive-In, Hattiesburg, Miss. . . . Floyd Murphy, Exhibitors' Advertising Service, Alexandria, La., was on the Row, as was Fred Houck, Joy Theatres, Ringgold and Melville, La.

Elais Berenson, former Bogalusa, La., theatre owner, now a resident of Miami Beach, Fla., stopped to visit with his son Abe and family before continuing his extended combined business and pleasure trip to Michigan, British Vancouver, and California. . . . W. C. Boutwell shuttered the Grand, Stonewall, Miss. . . . B. V. Sheffield opened the rebuilt Sheff, Poplarville, Miss., in grand style, with the mayor, heads of civic and social clubs, and members of PTA participating in the pre-opening ceremonies, and with practically all of the town people attending. A great number of fellow exhibitors from neighboring towns heaped praises on Sheffield for providing the townspeople with top motion picture entertainment in the modernistic showcase, the New Sheff, which was rebuilt from ground up and equipped with the latest techniques in projection and sound. Poplarville was without a theatre since last fall, when fire destroyed the old Sheff. . . . Because of a downpour of rain, Paramount exchange personnel postponed their excursion to Star Route Farm picnic grounds, Bay St. Louis, Miss., to June 10.

Berlo Vending Company is now located at 3101 Pocahantos Street, Baton Rouge, La., with Charles Gasho in charge.

Florida

Miami

Vacationing managers included Mel Haber, Carib, Miami Beach, Fla., and Bob Jacques, concession manager, Boulevard Drive-In, North Miami Beach, Fla. . . . Part of the exploitation on "Strategic Air Command" in Fort Lauderdale, Fla., consisted of civic leaders and Florida State Theatres local manager William Russell making a trip in a hugh KC-97 aerial refueling tanker, from Fort Lauderdale to the Pine Castle, Fla., Air Force Base. Also going along on the trip were Larry Higgins, radio station WFTL; Ted Gore, assistant general manager, Fort Lauderdale Daily News, and John V. Russell, city commissioner and son of the theatre manager. The trip accrued publicity in The Fort Lauderdale Daily News, including a photograph, and was excellent bally for the film.

NEWS OF THE Territory

BRANCHES

Cincinnati

Herbert J. Gilles, Paramount branch manager, attended a company meeting in Philadelphia. . . . Selma Blachschleger, Realart and Lippert, was at a Lippert regional sales meeting in Chicago. . . . William Blum, U-I salesman, Columbus, O., has resigned to become president of a local cabana club. Stuart Jacobson, Kentucky salesman, was transferred to Columbus, and Robert Doppes, former booker, is now Kentucky salesman.

Vacationing were Charles Scully, Paramount shipper, and Don Benning, Paramount booker, in New York City. . . . Marie Donelson, Screen Classics, and her niece, Barbara Bennett, who has been her house guest for several weeks, motored to Nashville, Tenn., over the Memorial Day weekend.

Bob Little and Lou Sher, Columbus, O., exhibitors, purchased the Little, Yellow Springs, O., from Vernon Berg. . . . Sunset Drive-In, Beattysville, Ky., J. M. Mahassey, owner, opened Memorial Day weekend. . . . Exhibitors viewed Warners' "The Sea Chase" at the Palace screening room. . . . At their May meeting, members of the MGM Club completed plans for the annual club picnic in July. . . . Cecila Hessling, Paramount contract clerk, and William Runyan recently announced their mid-March marriage.

Cleveland

When Sam Barck sold his interest in the Park Auto Drive-In, Alliance, to his brother Maurice several years ago, he said that some day he would be back in the movie business. Now he has made that prophecy come true, having acquired the Lincoln, Lisbon, a house that has been closed the past two years. . . . Frank Murphy, Loew theatre division manager, and his wife, Joan, returned this week from Ireland, where they adopted a three year-old daughter as a playmate to their son Michael.

Sam Galanty, Columbia eastern division, was here combining business with the pleasure of attending the Marshall Fine bachelor dinner, preceding his marriage to Patricia Krow. . . . Harry Rice, Columbia field publicity representative, is in the area for a couple of weeks to promote "End Of An Affair" and "Prize Of Gold." . . . Charles Mack, one of the last small town exhibitors to fall in line with new type equipment, bought a new wide Walker screen, lenses, and other required equipment for his 600-seat Strand, Sebring, O., from National Theatre Supply Co. . . . Frank Masek, NTS branch manager, left for a vacation in Tucson, Ariz.

Anne Walker, Columbia booker, and Virgil Jones, Warner booker, will be married on June 25th. . . . George Manos,

George Murphy, MGM studio public relations director, was recently awarded a special scroll by Mrs. Herman Hunt, president, Ladies' Auxiliary, Cincinnati Variety Club, Tent Three, for lending a helping hand to humanity. The presentation was made at the recent "Spectacular of 1955" celebration at the Netherlands Plaza Hotel, Cincinnati.

president, Manos Amusement Company, opened the newest link in his chain this week, the Elm Land Drive-In, Coshocton. . . . Also opening this week is John Dempsey's new Starlite Drive-In, Toledo. . . . Word comes that the Marion and Palace, Marion, O., are still closed in protest to the local admission tax. The Ohio and State, reportedly, are the only theatres open in this town of almost 35,000 population. . . . Jack Lewis, RKO salesman, had a bout with poison ivy. Caught it on the farm of Carl Coffey, Kenton theatre owner. . . . James Ochs, Ochs drive-in circuit, this week became the father of 7-pound twin daughters named Kim and Karen. Their arrival marks up 16 grandchildren for the Herb Ochses.

Irwin Shenker, Berlo Vending Company, and Leonard Greenberger, manager, Fairmount, were named co-chairmen of the planning committee to put into action a new continuous fund-raising plan by the Variety Club for the support of the Cerebral Palsy School of Cleveland. Chief barker Jack Silverthorne presented the plan at an invitational membership and school representative luncheon held in the Theatrical Grill. Th plan, following the general outline of the one used in Memphis, provided for the placement of boxes in 100 or more establishments to contain paper safety matches, and a container for voluntary contributions to the school. Merchants selling cigarettes welcome it because it frees them of the obligation of supplying free matches. The Variety Club matches are free, and the contribution is voluntary. Volunteers will service these boxes, reporting regularly to district heads who, in turn, will turn the collected money over to the Variety Club. It is anticipated that the plan will raise about $50,000 a year in greater Cleveland. Shown at the luncheon was a single reel film of the Cerebral Palsy School of the treatment used for children. Film was photographed by RKO salesman Jack Lewis, who was a combat photographer in the war.

Ed Prinsen closed his State, Youngstown, for the summer, concentrating on the Palace. . . . Two other area closings have been announced. They are the Ross, Rossford, and the Grafton, Grafton. . . . William Tallman bought a new Walker large-size screen for the Ceramic, East Liverpool, from Frank Masek, National Theatre Supply Company. . . . Milton Wehmeyer, currently manager, Royal, Toledo, and formerly manager, Eastwood, and Mrs. Wehmeyer celebrated their 50th wedding anniversary with a dinner and reception at their home. . . . Skirball's Rivoli, Toledo, was turned over to the Valley of Toledo, Ancient Accepted Scottish Rites, for a 75th reunion of Scottish Rite Freemasonry in northwestern Ohio.

Loew's Esquire has switched from conventional to art and foreign films, with Abe Ludacer continuing as manager of both the Esquire and Valentine theatres. . . . The Cleveland Cinema Club, which recently celebrated its 39th birthday, announces the following newly elected officers: president, Mrs. E. P. Swisher; 1st vice-president, Mrs. A. A. Kaiser; 2nd vice-president, Mrs. R. C. Strong; recording secretary, Mrs. E. J. Carey; treasurer, Miss Gertrude Robertson, and chaplain, Mrs. A. C. Gilchrist. Installation of the new officers will be held June 15 in the Higbee Lounge.

An affidavit claiming contract violation has been signed by Jack L. Gertz, John M. Urbansky, and J. Stuart Cangney, who claim they have a prior contract with James J. Barton to build a drive-in on a Barton's Pearl Road property, where the Pearl Road Drive-In is now under construction. The affidavit states that they entered into a contract with Barton in 1949 to form a corporation in which each of the participating parties would own 25 per cent of the shares, with Barton's property representing his investment while the other three members would supply the construction financing. Barton was assigned to obtain a re-zon-

Exhibitors Name MGM Best Warners Called Worst

COLUMBUS, O.—Ohio exhibitors voting in the Allied "box score" of "best" and "worst" film companies in their treatment of theatre owners nominated MGM as the "best" and Warners as the "worst." Results of the poll were announced in a bulletin issued by Robert Wile, secretary, Independent Theatre Owners of Ohio. Fifty-two Ohio exhibitors, representing about double that number of theatres, participated. Three points were allocated for first position, two for second, and one for third.

MGM scored with 128 points, followed by Universal-International with 53 and 20th-Fox with 38. Runnersup in the "best" category were Columbia, 34; RKO, 12; Paramount, 10; United Artists, 7; Allied Artists, 5; Republic, 3; and Warners, 3.

Warners had 104 in the "worst" classification, with Paramount in second place with 76, and Fox with 45. Runnersup were U-I, 27; UA, 17; Columbia, 12; RKO, 10; MGM, 6; Allied Artists, 4; Buena Vista, 3; and Republic, 0.

ing ordinance and a building permit to erect the outdoor theatre in the suburban Middelburg Heights location. To this end, the deponents state they paid $1,000 to Barton as part of the consideration for the agreement, and also paid $500 for preliminary architectural services. Some time in 1954, according to the affidavit, Barton's attorney notified the deponents that the deal was off and that Barton was arranging the building of the theatre in association with other people. Construction then went ahead and the theatre is now nearing completion with opening scheduled in June. Gertz, Urbansky and Cangney claim, in the affidavit, that their contract with Barton is still valid, that at all times they were able and willing to provide the necessary financing, and that they are parties to the theatre. Barton could not be reached for a statement of his side of the story.

Joe Leavitt, charter member, Local 160, IATSE, died here after a long illness. A 32nd Degree Mason and a Shriner, he was projectionist for a long time at Warners' Colony. Funeral services were held in Temple Memorial Funeral Home. Surviving are two sons, Sanford Leavitt, of the Washington Circuit, Morton Leavitt, local architect, and four grandchildren.

Jack Gertz, Jack L. Gertz Enterprises, is moving to larger quarters in the Warners building. He has taken space where Harold Raives and his Schine office will also be located after the first of the month. . . . Marvin Harris did not sell his Avalon, Toledo, O., to Sher brothers' Columbus, as previously announced. The deal fell through at the last minute. So, in addition to operating his three houses, Avalon and Lyric, Toledo, and Swanton, Swanton, O., he has taken on the management of the Paramount, where he was manager for many years.

Jimmy Kalafat and Howard Reif were in Detroit to attend services for Mrs. Mary Himmelein, wife of John Himmelein, who died after an illness of more than a year. . . . Lois Weinman, niece of U-I receptionist Lillian Behm, was chosen "Bride of Northern Ohio" in a brides photo contest. . . . Herb and Jack Ochs were in Toronto looking over their drive-ins.

RKO closed its shipping department and turned its shipping service over to State Films. All of the RKO shipping room employees are being retained by State Films. They include head shipper Tom Roberts, assistant shipper Harry Lyman, and five inspectresses. State Films is handling RKO shipping in Indianapolis and New York. Other local exchanges using this service are United Artists, Republic, IFE, and Buena Vista. . . . Frank Slavik, owner, Mumac, Middlefield, O., has shuttered two of his houses over the summer. They are the Palace, Tiltonsville, and the Garresttsville, Garrettsville. . . . George Sawyer is now doing the booking for the Jack Armstrong Circuit.

Detroit

Opinions conflict on the results of the Martin and Lewis personal appearance here. Some 4,500 attended, which was better than most of the tour, but in the 15,000-seat Olympia it was a hollow show. Opinion is that two years ago they would have stuffed the hall.

Jack Krass' son, Marvin, is acting as relief manager on the Krass circuit following the loss of George Cheatham and Jack Van Vliet. . . . The Rosedale, closed by Sterling Theatres in December, has been sold to the Church of God in Christ. . . . Unusual three column ads ask Adams patrons to patiently wait for "Love Me or Leave Me," while MGM's "The Blackboard Jungle" continues its long run, now in the seventh week. . . . Oliver Brooks was expected back at his Butterfield booking desk after a long illness. . . . A beer bottle tossed through the screen brought malicious destruction of property charges against Thomas Murphy, 20. The screen with the hole in it is at the Beverly.

Paul Broder and Arthur Weisberg, who head the Sterling string, have taken over the Crystal and Senate from Saul Korman. . . . James Sharkey, Cooperative film buyer, who was in the hospital for four weeks, will take a breather at home before returning to work. . . . Cooperative's new roster is headed by Fred DeLodder, DeLodder Circuit; vice-president, Delno Ritter, Ritter Circuit, secretary-treasurer, J. C. Peck, Fenton distributors. Directors are: Lew Wisper, Wisper-Westman Theatres; Ed Hohler, Civic, Farmington, Mich.; Irving Goldberg, Community Theatres; Harold Smilay, Associated Theatres; Saul Korman, Korman Theatres, and James Ross, Dearborn Drive-In. The co-op now includes 150 metropolitan Detroit theatres.

Indianapolis

The Lafayette Road and the Greenwood outdoor houses remained open on the holidays from "dusk to dawn." Five features were shown in each drive-in continuously from opening time Sunday at dusk through dawn on Memorial Day. Coffee and doughnuts were served free at dawn. . . . T. O. McCleaster, 20th-Fox division manager, was here for a sales meeting. . . . Fred Belcher sold his interests in the Family Drive-In, Charleston, Ind. . . . Dale McFarland and Rex Carr have been named to serve as a publicity committee for Tent 10, the local Variety Club. . . . Mrs. Christina Burnett announced she will improve and reopen the Idaho, Terre Haute.

Roy Kalver, Bill Carroll, and Trueman Rembusch attended the National Allied board meeting May 24-25. . . . The Circle, Hagerstown, Ind., has been closed. Formerly operated by Robert R. Young, it is to be converted into a food market. . . . The Quimby Circuit has opened Fort Wayne's first art house, the Little Cinema, and reports it is going over in a big way.

Preston Foster, movie star, and his wife, the former Catherine Feltus, Bloomington, Ind., were greeted by station WIRE disc jockey Buddy Webber before appearing on the fund raising telethon on WFBM of the Marion County chapter of the Muscular Dystrophy Association. It received pledges of $19,637 within an hour and one half after it opened.

Catholic Conclave Asks Censorship

COLUMBUS, O.—"Flood of indecent and offensive motion pictures" will "engulf the state" unless film censorship is restored, said Henry J. Kondrat, newly-elected state deputy, Ohio Knights of Columbus, at the 56th annual K. of C. convention here. He said the "general moral tone of motion pictures is on the rapid decline."

"They have been getting more smutty, more obscene, and more objectionable in recent months. We license and restrict the sale of guns which could be used to take life—but we ignore the menace of dirty movies which can kill the mind and destroy morality," Kondrat said.

The Cleveland businessman said House Bill 29 (passed by the House of Representatives) offers "some restraint," although it defines "only a bare minimum of standards for the rejection of films which are obscene or tend to glorify crime and criminals." Kondrat said he is urging all 60,000 K. of C. members to advise their representatives of their views on censorship.

"Seeming indifference" of "many legislators" to the "moral climate of the community" was scored by Bishop Michael J. Ready, Columbus diocese, in an address to the convention. "We seem to notice an amazing lethargy among decent people generally with respect to what is blatantly indecent," he said. "The evil of the hour in our communities is largely debasing motion pictures, lewd reading matter, and obscene illustrations. That much of the current indecency, flaunted publicly in word and action, in print and picture, incites to public indecency and debased morals, no sane man can doubt."

Pittsburgh

The Enright has a new manager in Mike Molnar, while Jack Kiefer, formerly of the Enright, was moved to the Strand. . . . The Casino, Vandergrift, Pa., rounded up a few race cars for display on the theatre lawn to exploit "The Racers." Francia Aiello is the manager. . . . Don D'Aquilla, SW booking deparment, became the proud father of a baby boy, his first child. . . . Joe Mazzei, proprietor, Grant, Millvale, Pa., will depart June 15 on his free air trip to Italy via Italian Air Lines, with the return date to be July 7. The trip was in recognition of Mazzei as an outstanding American of Italian parentage. His wife, Mary, who served with him for many years in reporting Communist activities in the tri-state area to the FBI, will remain to manage the theatre in Joe's absence.

General Charles P. Summerall, 88, former Army chief of staff who died recently, was an uncle by marriage of Charles Dortic, Columbia salesman here, whose son Carl has joined the sales organization of the local National Screen Service branch.

NEWS OF THE Territory

Chicago

Tom Flannery, White Way president, did such a splendid job on the Hotel Sherman round-the-block canopy that it was unveiled with fanfare. Mayor Dick Daley flipped the switch to set it aglow. A crane lifted atop the marquee beautiful chorines who tossed flowers down to the crowd.

Bill Hollander, B and K press chief, and his wife went to New York for the confirmation of their granddaughter, Gail Florsheim. . . . Floyd Hauhe and Vernon Miller, who bought the State, Alton, Ill., are refurbishing the house. Miller is manager.

Robert Duncan, 64, factory superintendent, Federal Sign, died, leaving two sons. . . . Kenneth Hibler closed, temporarily, his Eastern, Fort Wayne, Ind. . . . Hal Bowers' Town, Lovington, Ill., was damaged by a booth fire, which caused temporary closing.

First prize winner in Variety Club's raffle was Harry Goldman, United Artists exchange manager, who received an automobile. Other lucky ones, who took matched luggage, household utilities, and other articles were: A. Benesch, Steve Broidy, Tom Flannery, M. M. Gottlieb, John Kincaid, J. L. Keeshin, Robbie Mack, Herzl Mendelsohn, Ann Segal, and M. O. Wells.

Getting their idea after watching "Marty" at the Chicago, Bert and Sid Shinderman are tossing a "Belles and Bachelors" five-day vacation at their Nippersink resort. It's for the unmarried, only. . . . Little Cinema was opened by the Quimby circuit, Fort Wayne, Ind., as the town's first art house. . . . A heart attack took the life of projectionist George A. Bee, Sr., while on duty in the Midwest booth. He had been a projectionist for 42 years. His son, George, and brother, Frank, are operators. Also surving is the widow. Interment was in St. Mary's cemetery.

The Circle, Hagerstown, Ind., was sold to a food market by Young Amusement Company. . . . Several theatremen are negotiating for a lease on the Stadium, Evanston, Ill. Formerly a movie house, it has been closed since the folding of the Showcase, a legit enterprise. . . . Arthur Samore temporarily shuttered his Ashland, Ashland, Ill. . . . Charles Hogan, who books for the Riverside, Coston Enterprises, was the guest of James Coston at his Eagle River, Wis., summer home.

Illness caused Paul Musser to close his Lyric, Casey, Ill. He was unable to find a qualified operator to take over during his absence. . . . Bill Waring, Jr., widened the screen of his Waring's Auto Drive-In, located between Carbondale and Murphysboro, Ill., to 80 feet. . . . Hector Bishop,

United Artists' Chicago branch manager Harry Goldman, at right of poster, was visited recently by starlets Marian Carr and Yvonne Doughty, who visited the exchange during their national junket drumbeating UA's "Kiss Me Deadly."

manager, Coronet, Evanston, returned from another hospital stay. Tom Riordan carried on during his absence. . . . Kerasotes Theatres installed an aluminum screen at its outdoor, Decatur, Ill., said to be the first of its kind in northern Illinois. . . . S. J. Gregory, president, Alliance Amusement Company, is back from a west coast trip.

Jerry and Ray Marks, and Martin Rosenfield, owners, Sunset and Double Drive-Ins, are building what may be the world's largest outdoor. They are transforming an old stone quarry site into an al fresco setting, with a 2,500 car accommodation, and 1,000 lawn chairs for those who don't drive, at an expense of $750,000. Streetcar facilities will serve the non-drivers.

Marvin Stout acquired and reopened the Dupo, Dupo, Ill. . . . With fat checks rolling in from writing Warners' "Dragnet," Dick Breen sent $5,000 to Fordham University, whose authorities helped finance him through college. . . . Floyd Burdette, owner, Bel-Air Drive-In, Richmond, Ind., donated proceeds of a show to the town's high school athletic department.

Henry Alsher relighted the Nox, New Haven, Ill. . . . Irving Mack, Filmack head, spent some time in his New York offices. . . . James Jovan, Monroe managing director, who flew to Europe with his son Eddie to make contacts for his Globe Film Company, spent several days in London, Paris, and Rome, and was last heard from in Athens. Another son, William, is managing the Monroe during their absence. . . . Russell Kelley reopened the Bel-Air Drive-In, Versailles, Ind.

William Asturrizoga is putting himself through the American Institute of Banking by night cashiering at the Astor. High scholarship won him an award at a recent Institute banquet. . . . Chester Reid reopened his Aloha, Clifton, Ill., following improvements. . . . M. J. Metzner, who rose rapidly in B and K ranks, was named Howard manager.

Milton Reingold, Devon owner, is proceeding with plans to reestablish the 400, closed for several years. Brilliantly lighted posts will be erected on an unusually wide sidewalk, in addition to a new marquee, to signal thousands of motorists on the Sheridan Road main highway. The house, which is in the business and office block recently purchased by Reingold, will be modernized.

Balaban and Katz ticket-takers are gleaming in brand-new navy blue suits, with gold buttons. "We look like admirals," one of the gatemen commented. The suits will be cleaned every week. . . . Wilbur Rocke, Tazewell manager, Washington, Ill., for seven years, took over the lease from Sam T. Traynor, who purchased the Eureka and Washington from Bailey Enterprises.

A. Keuss, Jr., is closing his Town, New Athens, Ill., for the summer. . . . David L. Smith, Miller manager, Woodstock, Ill., who came from the Riverside, Milwaukee, promoted splendid cooperation from merchants after he was told on his arrival it couldn't be done. . . . Whether "The Miracle," banned by the Chicago police censor board, can be shown will be decided June 15 by Judge Harry Fisher. Controversy over the film was referred back to Judge Fisher by the Illinois Supreme Court for a ruling on the question of obscenity. . . . Burton Steinhauser, veteran projectionist at the Indiana, Terre Haute, Ind., died.

Chris Demos, Jeffery manager, is not only bringing success to his house, but to the entire business district in which the house is located, through cooperative merchant advertising, with a full-page spread in the Sunday neighborhood section of the Chicago Tribune.

Count Leonardo Bonzi came to boost IFE's "Green Magic." . . . Albert Pick, Jr., was chosen to succeed the late Richard J. Finnegan as president of La Rabida Sanitarium, Variety Club's principal charity. . . . Theatre attorney Thomas C. McConnell returned from conferences in Washington. . . . E. C. Ballard was named Colfax manager, South Bend, Ind. . . . Nick Romano, Gateway projectionist, is still at home following a heart attack suffered several weeks ago.

Denver

The new 600-car Mile High Drive-In, Lead, S. D., was opened, and in spite of the all-day rain a good-sized crowd was on hand for the first show. The drive-in was equipped throughout, including the concession stand, by the Minneapolis Theatre Supply, and all equipment is of the latest design. Two Century projectors throw the picture on a CinemaScope screen. The ozoner has an unusual setting, located in the Black Hills, surrounded by evergreen-covered slopes. One unusual feature is that when the lights are turned on in the Homestake gold mining operations atop a nearby hill, just to the left of the screen, the effect is to place a crown on the drive-in. Partners in the drive-in are Leonard Steele, Jr., Deadwood, who will be manager, and C. C. Creamer, Robert Lahti, and Robert Lundquist. Jack Rose, booker and buyer, flew in from Denver to attend the opening.

Robert Demshki has returned to the managership, Centennial. He managed the ozoner part of last year also. . . .

Mitchell Kelloff has bought the Ord, Ordway, Colo., and the Valley, Fowler, Colo., from Schumour Theatres. . . . Florence and Paul Allmeyer have bought the Lake, Grand Lake, Colo., from R. D. Ervin. . . . John Wolfberg has taken over the lease on the Vogue, and will continue to operate the house on an art basis. . . . William Dollison has opened his new 450-seat Dolly, Billings, Mont. . . . Mr. and Mrs. Dorrance Schmidt have opened their new 250-car ozoner at Bridgeport, Neb., where they also operate in town.

Des Moines

The Chamber of Commerce at Primghar, Iowa, is aiding in keeping the Primghar operating. A. F. Palmquist has reopened the house and will operate seven nights a week as a result of aid furnished by the Chamber of Commerce. . . . The Everly, Everly, Iowa, will operate on Wednesday and Saturday nights with the Everly Commercial Club helping with the sponsorship of the movies, enabling the prices to be reduced to 10 cents for children and 25 cents for everyone over 14 years of age.

D. W. Oakes has reopened the Columbus, Columbus Junction, and will show films on Thursday, Friday, and Saturday nights. . . . President Al Myrick, Lake Park, Iowa, Iowa-Nebraska Allied, announced the appointment of committees for the next year. Caravan has Charles Jones, Northwood, Iowa; Elmer Hunke, Omaha; A. B. Jefferies, Springfield, Mo.; Jim Watts, Osage, Iowa; and Carl Harriman. Leo Wolcott, Eldora, Iowa, is chairman of the budget committee, and Charles Jones, chairman, publicity committee.

Los Angeles

Back from a business trip to San Diego was George Tripp, Warners salesman. . . . Back at his desk after a lengthy hospital stay was Dick Carnegie, United Artists branch manager. . . . Bill Warner, salesman, United Artists, returned from a trek through his northern California territory, while Andy Heedrick departed for Arizona. . . . B. J. Leavitt returned from Las Vegas after checking the progress there on his new 1200 car drive-in. Leavitt also has the Silver-Dollar, Phoenix, Ariz., and the Cove Theatre, La Jolla, Cal. . . . The John Filbert Company is installing a CinemaScope screen in R. G. Nelson's BeKay Theatre, Tehachapi, Cal.

The Alladin Drive-In Corporation unveiled its latest ozoner at the invitational opening of the Sepuleva Drive-In, Van Nuys, Cal., which has the latest type of snack bar, newly designed high fidelity sound projection, wide screen, and a new type of graduated flooring that gives every car improved vision. Don Cotrall is resident general manager. . . . Warners held a trade screening of their new release, "Mr. Roberts," at the Boulevard. Many studio officials and exhibitors from Los Angeles, as well as from out of town, were in attendance. . . . Back at his desk after a long illness was Henry Herbel, Warners district manager. . . . Jack Sheriff, Realart salesman, was back in town after a trip to Las Vegas.

William Cartlidge, general manager, Associated British Cinemas, Ltd., London, which operates 450 theatres throughout England, and Mrs. Cartlidge were reeent visitors to Chieago, where they were guests of James E. Coston, head, Coston Theatre Enterprises, and his wife. They are seen at the airport being greeted by Coston.

Minneapolis

Arthur W. Anderson, district manager, Warners, who suffered the loss of vision in his right eye in a hunting mishap in 1952, reportedly settled his $42,500 damage suit outside court for $12,000. Defendants were Everett E. Seibel, advertising manager, Minnesota Amusement Company, and John Whelan, a farmer, Clarks Grove, Minn. Anderson was hit in the eye by a shotgun pellet while hunting with Seibel and Whelan on the latter's farm. Anderson claimed the defendants discharged shotguns negligently.

N. R. Madsen will build a drive-in at Hector, Minn., to replace the conventional Palace, which burned March 20. The drive-in is slated to open the end of June. It will accommodate 350 cars and be equipped for CinemaScope, Vista-Vision, and other wide screen processess. Madsen does not plan to erect a conventional house. . . . Erling Utoft has opened his new Lincoln Drive-In at Tyler, Minn. . . . Joan Clemente, stenographer, Warners, was married to Don Swanson. . . . Nancy Lee Seibel, daughter of Ev Seibel, was married to Robert E. Culligan. . . . Donna Taplin, Seibel's secretary, was married to Robert Kaye, assistant manager, Orpheum, St. Paul. . . . New at Warners is Natalie Hanson, stenographer. . . . Baree Sampson, cashier, Republic, spent her vacation moving into her new home.

Bob Baral, Columbia exploiteer, was in for "Prize Of Gold," Orpheum. . . . Arnold Shartin, office-booking manager, Paramount, was transferred to Los Angeles as sales representative. Joe Rosen, booker, will be promoted to booking manager. . . . Don Swartz, operator, Independent-Lippert exchange, attended the convention in Washington of the National Association of Radio and Television Broadcasters. . . . LeRoy Miller, U-I branch manager, was in Chicago for a special sales meeting. . . . Chick Evens, 20th-Fox midwest exploiteer, was in for "Soldier Of Fortune," Gopher. . . . Plum City, Wis., businessmen are helping to keep the local theatre open under a sponsorship arrangement with the management. . . . The Roxy, Linton, N. D., has reopened for the summer months. . . . R. N. Nolop gave a free show at the Grand, Dawson, Minn., on observance of his fourth anniversary as owner of the house.

Purchase of business property at Huron, S. D., for the eventual building of a new theatre was announced by Harry French, president, Minnesota Amusement Company. It is rumored that the proposed new project may cost $300,000 and have 1,200 seats. It also was disclosed by French that the State, Madison, S. D., has been sold by the circuit to Duane A. Becker.

Paul Good reopened his Arlington, Arlington, Iowa. . . . Arthur Bean and H. L. Stolzman sold their Town, Minot, N. D., to Melvin Wykoff. . . . Gerald Hill bought the Ritz, Veblen, S. D., from Sherman Halvorson and John Doyle. . . . Ben Sieve closed his Mark, Ellsworth, Wis., because of poor business. . . . E. R. Ruben, president, Welworth Theatres circuit, returned from a trip around the world by air.

Oklahoma City

Mr. and Mrs. E. H. Hogland, Wolf, Lone Wolf, Okla., have moved into their new home which was built from brick of the dismantled water plant. . . . Mr. and Mrs. J. R. Burns, Cozy, Granite, Okla., have just returned from a trip through Texas. . . . Mr. and Mrs. H. B. Leathers, Palace, Paducah, Tex., were in Dallas.

Mr. and Mrs. Watt Long, Lavista, Hollis, Okla., have been in Mineral Wells, Tex., where they went through the clinic. In addition to his theatre, Long also owns a skating rink and every Wednesday afternoon he gives a free party for the children as a gesture of good-will. . . . Bill Cleverdon, Ritz, Eldorado, Okla., has accepted a position with the Altus Air Base, Atlus, Okla., working at the base during the day, and running his theatre at night.

Volney Hamm, Mt. Scott Drive-In, Lawton, Okla., returned from a business trip to Dallas. Hamm is president of the Art Club, Lawton, and he was recently selected the entertainer for the Lion's Club, Lawton, at which time he put on a satire of making a motion picture. . . . The Town Hall, Gotebo, Okla., which is operated by the local merchants, has reduced playing time to one change per week. . . . J. Rudolph Smith, Royal, Mt. View, Okla., has installed CinemaScope.

Opal Gray, Esquire, Chickasha, Okla., is visiting friends in St. Louis. . . . The Taloga, Taloga, Okla., has reopened, running two changes a week. R. H. Duckett, owner, has accepted a position with the highway commission, and the theatre will be operated by Mrs. Duckett. . . . Jess Jones, Ritz, Crescent, Okla., was made scout master and is very busy arranging hikes, picnics, and camping trips for the boy scouts. . . . Bill Edmonston, Rex, Covington, Okla., has accepted a position as salesman for a stationery company out of Enid, Okla. His sister will operate the theatre during the week, and he will operate it weekends. . . . James Henigman, Jr., manager, Rialto, Carmen, Okla.,

was married, and spent his honeymoon here.

The Freedom, Freedom, Okla., is closed. . . . Mr. and Mrs. George Freidel have just returned from a vacation in California. Freidel is booker at 20th-Fox. . . . Temple, Comanche, and Lawton, Okla., had heavy rains which flooded the drive-ins. . . . The Hankins Drive-In has been rebuilt and the screen tower has been enlarged to seventy feet. . . . Volney Hamm, Mt. Scott Drive-In, Lawton, Okla., is enlarging his concession facilities.

Lee Wilson, part owner, Shattuck, Shattuck, Okla., the Mooreland, Mooreland, Okla., and the Arnett, Arnett, Okla., entered the skeet tournament in Oklahoma City and came in second with 99 out of a possible 100. . . . Pat McGee, Cooper Foundations, Denver, was in for the opening of Paramount's "Strategic Air Command" in the Harber. The air force staged its own show here in connection with the screening, with a parade down Broadway and the induction of 25 recruits on the stage of the theatre.

Jack E. Box, salesman, U-I, and his wife are the proud parents of a new baby girl. Mrs. Box formerly worked at Paramount. . . . Mrs. Blanch Camp, assistant cashier, Paramount, is visiting her father in Oscaloosa, Iowa. . . . Jerry Jeter, veteran movie projectionist, died of a heart attack in Mercy hospital. Jeter worked at the Warner, and had been a projectionist since 1920. Services were held at the Hahn-Cook funeral home.

Portland

Kirk Douglas, currently on location at Bend, Oregon, starring in "The Indian Fighter," a future UA release, has been invited to serve as grand marshal of the June 11 Portland Rose Parade, the State's biggest annual event, which usually attracts upwards of half a million people. The star expects to work out the production schedule of the film to enable him to take time off for the Portland celebration.

St. Louis

In a two-column first page article headed "Movie Survey Shows 50-50 Chances For Viewing Decent Film," the St. Louis Register, official publication of the St. Louis Archdiocese of the Catholic Church, came up with the most critical blast against the motion picture industry since the "French Line" controversy. The paper, with a circulation well in excess of 100,000, is mailed to every Catholic home in the archdiocese, which covers not only St. Louis and St. Louis County but a substantial portion of the eastern part of Missouri.

Louis Jablonow, general manager, Jablonow-Komm Theatres, Clayton, Mo., has revealed this circuit has let contracts for the construction of and equipment for a new 700-car drive-in, to cost upwards of $250,000. Jablonow also stated that the circuit's $400,000 Holiday Drive-In, Overland, Mo., was to have its grand opening. The general contract for the new drive-in has been warded to J. J. Altman and Company, East St. Louis, while the St. Louis branch of National Theatre Supply will furnish and install the Simplex sound and projection equipment, Simplex in-a-car speakers and posts, and also in-a-car heaters to provide for year-around operation. The concession will operate on the cafeteria plan.

In Kevil, Ky., Postmaster William Kuykendahl has announced plans for reopening the Carol, 475-seater, with shows only on Saturdays and Sundays. Patronage will determine future plans. Postmaster Kuykendahl has made arrangements with Andy Dietz, Cooperative Theatres, and Andy Dietz Enterprises to book and buy for the Carol.

In Mansfield, Mo., the Mansfield, 225-seater, owned by L. H. Pettit, has been reopened. . . . In Cuba, Mo., the installation of projection and sound equipment, in-car speakers and posts has been completed in the 200-car drive-in that will be owned and operated by Adolph P. Meier, who owns the Cuba, here. The drive-in will be called the 19 Drive-In.

In St. Charles, Mo., the Ritz, owned by Variety Pictures, Inc., headed and controlled by Ollie Lessing, closed for some four or five weeks. This is a summer routine for this theatre. . . . In Blue Mounds, Ill., the Pix, owned by Mrs. Cray R. Bell, was scheduled to be closed for an indefinite period. The house had been operating on a part-time basis for the past month or so. . . . In Sumner, Ill., the Idaho has been closed.

In Marion, Ill., the management of the 1000-seat Orpheum, Fox Midwest Circuit, and the 485-seat Plaza, owned by El Fran Theatres, headed by Benjamin M. Montee, Jacksonville, Ill., in cooperation with Fire Chief Herman May, have worked out effective plans for the evacuation of the theatres by patrons in the event of a fire or other emergency. . . . In Jefferson City, Mo., recent Missouri incorporations included, in the amusement fields and allied lines, Drive-In Recording Service Company, Kansas City, to rent advertising recordings to drive-ins and with authority to issue 100 shares of $5 par value stock, incorporators, M. J. Stone, S. Stone and I. Friedman, and C. R. Frank Distributors, Inc., to deal in theatre and carnival equipment, with 300 shares of $100 par value stock. Incorporators are C. R. Frank, W. Moran and S. J. Goldenhersh.

In Newton, Ill., under a recent change in policy for the Star, arranged by owner C. B. Simmons, the house is to be dark on Tuesdays and Wednesdays, except on special occasions when an outstanding picture may run Sunday, Monday, and Tuesday. The only Sunday afternoon show will start at 2:30 o'clock, while the Sunday evening show is to get underway at 7 o'clock.

In Greenfield, Ill., at a recent meeting of the stockholders of the Lyric, the directors were instructed to dissolve the corporation and sell the theatre building and contents as quickly as possible. The theatre has been closed since April 13. Earl Dawson is president of the corporation, while Frank Greer has been managing the theatre. . . . Funeral services were conducted for Mrs. Mary Rosecan, 84, mother of Eddie Rosecan, owner, Rialto, Cape Girardeau, Mo., and Adolph Rosecan, now in the plastic sand business, who had operated the old Princess.

Jules Leventhal, partner of Charley Goldman in the operation of several theatres here, has returned from a trip to Mexico and the west coast. He was accompanied by his brother, Jack Leventhal, now in the finance business. While on the west coast they were the guests of Eddie Askins, now Los Angeles district manager, Filmakers, and owner of several drive-ins in California. . . . Fox Midwest Theatres had an all-day business conference at the Sheraton here. In attendance from Kansas City were Richard Broush, president; Senn Lawler, general manager; Charles F. Shafer, vice-president and treasurer; Frank Banford, head of concessions department, and Ralph Adams, buyer and booker. Managers of 12 theatres in Belleville, Benton, Centralia, Christopher, DuQuoin, Jacksonville, Marion, Mount Vernon, Springfield, and West Frankfort, Ill., and Cape Girardeau, Mo., also were on hand, as were John Meinardi, district manager, and Russell Mortenson, district booker.

San Antonio

A special screening was held at the Majestic of "Strategic Air Command" for local Army and Air Force top officers and key civilians. A special display of a model B-26 and a cut-a-way model of the R-4360 aircraft engine are on display in front of the Majestic through the cooperation of Kelly Air Force Base, local overhaul depot for the superbomber and the engines. . . . The snack bar of the Alamo Drive-In has been opened. It is tile throughout, has formica counters, stainless steel equipment, complete restroom facilities, and fast cafeteria style service. A G.E. combination sandwich and waffle maker was given away as a door prize.

Visiting the local Clasa-Mohme film exchange was John G. Mohme, president of the organization, from Los Angeles. He was en route to Mexico City. . . . George Bannon, Allied Artists exploitation man, Dallas, was in on a visit to the local Interstate Theatre city office. . . . Walter R. Tinney, booth operator, Texas, has returned to duty following a stay in the hospital for a heart condition.

Phil Isley, owner and operator, Capitan, Houston, Tex., and head, Isley Circuit, with headquarters at Dallas, is being sued for $13,500 at Houston. The suit charges that Betty Joe Wheelwright's leg was injured when a firecracker exploded beside her seat in the Capitan last Dec. 26. . . . J. W. McKibbon, city manager, Jefferson Amusement Company, Port Arthur, Tex., has announced the transfer of Fred Putnam from the Strand to manager, Village.

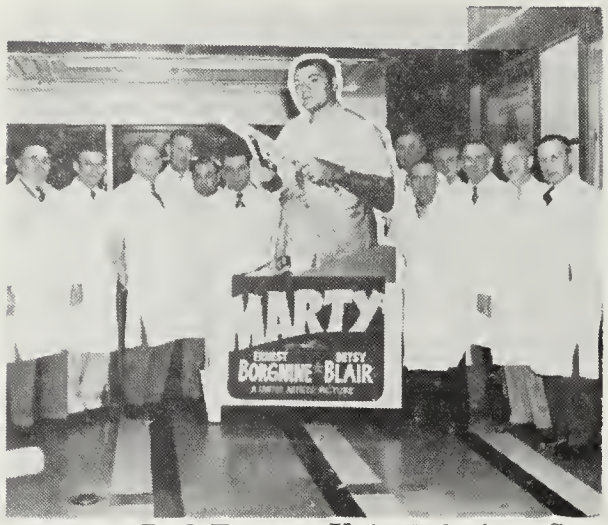
Albert Sindlinger and Company, business analysts, have returned to Bonham, Tex., to start a six week recheck of the moviegoing habits of the town almost a

year after the original survey was made. A select group of about 20 per cent of the adult population will be reinterviewed to determine what changes have been made in the entertainment habits of the local citizens. The studies are jointly financed by the Association of Theatre Screen Advertising Companies and local theatre officials headed by Colonel H. A. Cole.

CinemaScope has been installed at the Esquire, Carthage, Tex., operated by Walker and Gill. . . . Mason C. Chapman has been named manager, Belknap Drive-In, Fort Worth, Tex. He succeeds Jack Veerin, who recently resigned. . . . William E. Hellums, city manager, Interstate Theatres, Austin, Tex., is a patient at the Peter Bent Brigham Hospital, Boston. . . . A new 28 by 12 foot screen has been installed at the Main, Paris, Tex., which will show all wide-screen processes. . . . Extensive damage was done to the Bonham Drive-In, Bonham, Tex., as a result of a heavy wind storm. The wind leveled part of the fence, blew down a sign, and damaged the screen.

CinemaScope has been installed at the Van, Van, Tex., according to Bryan Blythe. . . . Repairs and installation of CinemaScope have been started at the Texas, Denton, Tex., according to Gene Hughes, manager. Work will not interfere with the operation of the Texas. . . . Services were held at New Braunfels, Tex., for John P. Kaufmann, 72, former theatre owner and operator, New Braunfels and Blanco, Tex., who died at a New Braunfels hospital after a lingering illness. . . . Burglars broke into the Civic, San Angelo, Tex., for the fifth time this year and made off with a quantity of tools and clothing. . . . Buddy Harris has announced that the Port, Port Arthur, Tex., has been equipped with CinemaScope.

Ramsland Theatres, Mission, Tex., has been granted a charter listing capital stock of $10,000. Incorporators are Mary K. Ramsland, Robert G. Ramsland, and H. C. Gunter. . . . Lloyd Hutchins is now operator, 84 Drive-In, Amherst, Tex. He was former manager, Center, Kensett, Ark. He has installed wide-screen and CinemaScope. . . . The Dixie Drive-In, Moody, Tex., is operating seven days a



Manager Bud Tapper, United Artists, San Francisco, recently drew some choice publicity breaks for his engagement of UA's "Marty" by inviting the executive board of the local butchers' union to an advance showing of the film. The giant standee shows Ernest Borgnine in the title role, that of a butcher.

week following the shuttering of the Palace. . . . Wally Akin, manager, Paramount, Abilene, Tex., has reported the loss of a $300 vase. A substantial reward is being offered for the return of the antique vase.

Construction is nearing completion on the Fair, Fairfield, Tex., which is being built by a group of local businessmen. The site is the former location of the Iris, which was destroyed by fire in March, 1955. The business men banded together and purchased the property from the Harris Brothers, Dallas. When completed, Jerry Jobe, Dallas, will manage the Fair. . . . CinemaScope has been installed at the El Rancho Drive-In, Denton, Tex., according to H. J. Robinson. . . . Fred Cannata, theatre operator, Houston, Tex., is recovering from a recent illness. Doctors have ordered complete rest and quiet.

The opening of the Worth Drive-In, Olney, Tex., has been postponed because of wind damage, according to Billy Watson, manager. The main structure has had to be torn down and is being rebuilt. . . . The Ranger Drive-In has been reopened for its fifth year of operation at Perryton, Tex. Virby Conley is manager. . . . Gene Haubner, manager, Uvalde Theatres, operators of the Stardust Drive-In, Uvalde, Tex., has announced the installation of CinemaScope. The screen has been enlarged from 45 to 70 feet. . . . Doyle Oliver, general manager, Frels Theatres, has announced the opening of the Rice Drive-In, El Campo, Tex. The drive-in has been completely remodeled, ramps paved and concessions improved. Bausch and Lomb lenses were installed for wide-screen and CinemaScope, and a new aluminum screen was added.

Repairs have been completed on the Matador Drive-In, Matador, Tex., which was damaged in a recent sandstorm. Bob Ham, co-owner with Hazel Dirickson, announced that a new screen, almost double the size of the original, was installed. The Midway Drive-In, between Turkey and Quitaque, Tex., was completely demolished by the same storm. . . . The Royal, Van Alstyne, Tex., operated by Roy Muse, has been closed due to lack of patronage. The Royal had been remodeled and new equipment installed but failed to draw customers. Muse also operates theatres at Plano and Wolfe City, Tex. . . . The Royce, Royce City, Tex., operated by Mr. and Mrs. T. R. Causey, has had CinemaScope equipment installed.

A $425,000 suit was filed in U. S. District Court by D. J. McCarthy against Gidney and Anna P. Tally, Pleasanton, seeking $375,000 damages plus $50,000 attorney fees. The suit arises out of a contract dispute over distribution of the film, "Bob and Sally." McCarthy alleges he obtained a contract from the Tallys for distribution of the film in areas where it was not banned by censorship. He further alleges the Tallys created an organization known as Modern Film Distributors, giving this company exclusive rights to distribute the picture. This, McCarthy, contends, created a monopoly and left him without any means of distributing the film. McCarthy claims damages to the extent of $125,000, for which he wants three-fold compensation. Corporations named in the suit were Modern Film Distributors, Chicago; Texas Roadshow Attractions; Constellation Roadshow Attractions, and Dale Attractions, all of this city.

Seattle

The Variety Club of the Pacific Northwest and Alaska reports a steady gain in original memberships now being signed. At present, Variety Club includes only motion picture personnel, but plans later to be extended to TV and radio memberships. . . . Miss Hilde Peterson, Portland office manager, Northwest Releasing Corporation, was in for conferences. Local manager Jack Engerman left for Los Angeles for business meetings. Hal Larpenteur, sales representative, left for eastern Washington for an inspection tour.

National Theatre Supply has completed installation of complete Simplex sound equipment, projectors, etc., in the newly finished Big Bear Drive-In, Paulsbo, Wash. Owners are William Haugen and Joe Liliquist. Equipment sales and installations were handled by John Riley. . . . Lee Scott, Modern Theatre Supply, reports supervising installations of complete CinemaScope, wide-screens, lenses, etc., in the Sunset, Miles City, Mont., for owner Jack Holmes, as well as a similar installation in the Sunset, Helena, Mont.

Barney Rose, U-I manager, was due in. . . . Lee Kirby was in Virginia Mason Hospital recently for a check-up. . . . Ernie Thompson, Uptown, Port Townsend, Wash., recently opened his Wheel-In Drive-In in that city. . . . William Daugard, John Lee Circuit, Euphrata, Wash., is in town. . . . Don Borovic left for Portland on business. . . . Joe Rosenfield, East Sprague Drive-In, Spokane, Wash., was on the Row. . . . Harry Wald was in from Lewiston, Idaho. . . . Mike Powers, eastern Washington sales representative, 20th-Fox, was in town. . . . E. A. Darby, Natchees and Top-Hi, Natchees and Toppenish, Wash., was in town. . . . Dave Dunkle, formerly with Republic, has gone to work for E. W. Johnson in Spokane, Wash.

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NEWS OF THE Territory

Boston Crosstown

The "Late Cinema" art shows on Friday evenings at Interstate's Bradley, Putnam, Conn., received national acclaim when the nationally known commentator, Gilbert Seldes, mentioned the project over his radio program. Originated by Wilbur Neumann, manager, Bradley, and his brother, Erwin Neumann, district manager, Interstate's Connecticut theatres, the program goes on at 10 p.m. with a predominance of foreign films. The policy was started two years ago when the Neumanns felt the need for a late show for the factory workers in the area who stay on the job until 8 p.m. and then are ready for relaxation and entertainment on the eve of a non-working day. The program is operated on a mailed invitation basis only with announcements sent to a listing of over 500 patrons in an area of a radius of about 30 miles. There is no advertising in the local papers, yet these newspapers have devoted editorials and news space to the project, commending highly the ingenuity of the management. Admissions are slightly higher than the regular programs, but the innovation has proven to be successful from every point of view, with emphasis on good will.

Herman Rifkin has gone to the west coast with Mrs. Rifkin to take in the Allied Artists board meeting and to attend the wedding of Eleanor Broidy, daughter of AA's president Steve Broidy. . . . Mrs. Marjorie Carter, mail girl, New England Theatres, Inc., has resigned, with Mary Mack, Cambridge, replacing her.

The doors of the Bowdoin Square have been permanently closed and work started on the demolition of the property to make it into a parking lot. Built in 1875 as a stock company house, the theatre has undergone various stages of development and changes with vaudeville, stage shows, film and vaudeville, until 1930, when it used a picture policy playing 30 days after downtown Boston. In 1937, the theatre was purchased by Ben Williams, who operated it as a second run film showcase. When it is converted into a parking lot, Williams will continue to operate it.

Walt Disney's new "Davy Crockett, King Of The Wild Frontier" is booked into the Keith Memorial for a June 22 playdate, through the Buena Vista Distribution office here. . . . John Dervin, Stratford Pictures, was in town for a few days on a selling trip, greeting his friends on Film Row. He is planning to return on June 20 to take in the Great Heart Award banquet sponsored by the Variety Club of New England.

John J. Scully, Jr., has been appointed district manager for E. M. Loew Theatres, replacing Nick Lavidor, who resigned to become managing director, University, Cambridge, Mass. Scully, whose family is well known in the industry, was associated with E. M. Loew in the operation of the West End Drive-In, Allentown, Pa. He is moving his wife and two children to this area where he is now house-hunting. E. M. Loew Theatres is reopening the Casino, Falmouth, on June 12 and a week later is reopening the Welles Beach, Maine theatre, bowling alley, and arcade on the coast. Two drive-ins for the circuit are now under construction, both designed and engineered by Richard Rubin. One is the Candlelight, Bridgeport, Conn., and the other is in Hallendale, Fla. Both should be ready for late season openings.

Starlets Marian Carr and Yvonne Doughty recently spread good cheer and good will for UA's "Kiss Me Deadly" on their Boston visit to the UA exchange. They are seen with Ben Rosenthal, Strand Theatres; Harry Segal, Boston UA branch manager; and Ben Williams, independent film buyer. The girls are kissing their way from coast to coast.

Terry Turner, General Teleradio, Inc., was in town huddling with Joseph Levine, Embassy Pictures, on forthcoming product. . . . George Roberts, treasurer, Rifkin Circuit, was elected to represent the Grand Lodge District I at the International B'nai B'rith triennial convention for 1956, which will be held in Washington. . . . Roy Heffner, Goodwill Award, and Harry Germaine, Price Premium, have moved to 42 Winchester Street where they are sharing offices. They were formerly in the offices of Independent Exhibitors, Inc., of New England. . . . Lloyd Clark, president, Middlesex Amusement Company, is still on crutches after his recent accident when he broke a bone in his foot.

A check for $4,300 was recently presented to Ted Williams, trustee, Children's Cancer Research Foundation, by Mrs. Michael Cristley, co-chairman with Mrs. John Crane of a fashion show sponsored by the Daughters of Penelope. Watching the presentation are William S. Koster, Variety Club's executive director; and Mrs. Theodore Gomatos. The Jimmy Fund is sponsored annually by the Boston Red Sox, Variety Club Tent 23, and the Chiefs of Police.

Robert J. O'Donnell, general manager, Interstate Theatres of Texas, has accepted the invitation to be toastmaster at the Variety Club of New England's 1955 Great Heart Award banquet on June 20 when Rudolph F. King will be the recipient of the award. Officers of Variety International will also be present, including George Hoover, John Rowley, Edward Emanuel, George Elby, and Jack Beresin. The governors of the six New England states have also accepted the invitation of chief barker Walter A. Brown to attend. Joe Cronin and the entire roster of the Boston Red Sox, headed by Ted Williams, will be at the head table. The affair is to be held in the Imperial Ballroom of the Hotel Statler where a capacity crowd is expected. Boston's own Dr. Sidney Farber will present the Great Heart Award to Rudolph F. King, treasurer, Children's Cancer Research Foundation, who is Massachusetts Registrar of Motor Vehicles.

The Boston City Council adopted a resolution which would have all theatres in the city establish bundle checking desks, and would reserve a "favorably located section in each theatre for the exclusive use of female patrons during and for some time after shopping hours." When asked the reason for the proposed female segregation, the sponsor, Councilman William J. Foley, Jr., replied, "Women will get the idea." He said his suggestion was among those designed to "make Boston more attractive as a place to seek entertainment."

The Cinema Club of Boston, composed of bookers and office managers of the various exchanges and circuits, held its 19th annual election of officers at the Hotel Bradford. The following were elected to serve for one year: president, William Cuddy, RKO, reelected for a second term; first vice-president, John Glazer, Western Massachusetts Theatres; second vice-president, Phil Berler, E. M. Loew Theatres; treasurer, Max Berlone, United Artists; secretary, C. F. McGerigle, RKO. The executive committee is made up of William Romanoff, New England Theatres; William Cuddy, RKO; Richard Owens, E. M. Loew Theatres; Charles Wilson, Allied Artists; Harry Smith, RKO; Nate Oberman, MGM, and C. F. McGerigle, RKO.

Eliminations announced by the Bureau of Sunday Censorship included: "Angela," parts 1 to 9 (Deletions: Cut to flash scene showing Angela's breast exposed, in part 9). 20th-Fox. "Doctor In The House," parts 1 to 10 (Deletions: Eliminate the word "hell," in part 3; eliminate dialogue, "Sister Virtue nearly had a baby," in part 5; eliminate word "hell," in part 6). Republic. "Kiss Me Deadly," parts 1 to 11 (Deletions: Eliminate dialogue, "Let him go to hell," in part 10). United Artists.

After numerous extensions and delays, the underground garage under Boston

Common looms as a reality, with construction on the $7,700,000 project to start as soon as the legislative bill is passed in the Senate. Boston businessmen, realtors, and theatremen have long been urging the Massachusetts senators to vote for the garage, which would enhance business and partially solve the present traffic problems. Given top priority by the entire business section, the Common garage was described by one spokesman as "the one major improvement that downtown Boston needs for its survival." Motor Park, Inc., has had a garage planned since July, 1948, but has had numerous extensions by Mayor Hynes. The Mayor has had recent meetings with the members of the powerful Senate committee on municipal finance, at which he gave his unswerving support to the Boston Common Authority bill.

Morris S. Bernstein, coowner, B and L Theatres, New Brunswick, is seriously ill in St. John's Hospital, St. John, N. B. This circuit operates the State, Madawaska, Maine. Bernstein's partner, Joe Lieberman, was in town booking with Al Fecke, United Artists. . . . The Oakfield, Oakfield, Maine, has been closed for the summer months while the owner, Keith Lawry, who is also a teacher at the local high school, takes his annual summer vacation. . . . With the Boston Post running the serialized version of the novel, "Not As A Stranger," on the front pages each day, Joe Mansfield, UA publicist is happy. The filmed version of the book is set for Loew's State and Orpheum for mid-July playdates, which coincides nicely with the Post version. . . . James M. Connolly, former district manager, 20th-Fox, who is now with Donnelly Advertising Company, was recently named chairman of the Greater Boston Chapter of the March of Dimes for 1955-56.

New Haven

Crosstown

"Strategic Air Command" received a nice bit of publicity with the Army Air Force story in the Journal Courier. The story broke the Elm City morning newspaper when Lt. Col. Tim Eakes appeared in New Haven in connection with the movie at Jim Darby's Paramount. . . . The Lincoln had a sneak prevue and also had an unusual note in the Memorial Day newspaper ad, "If raining today (Memorial Day) at 1:30, our show will be continuous from 2 p.m. If not, we will run our regular times, opening at 6:30 p.m"

Morris Rosenthal, manager, and John Young, assistant, Loew's Poli, planted some good angles for bally of "Soldier Of Fortune." . . . Manager Irving Hillman has been using the screen time of his main feature in his Roger Sherman ads and they are helpful to patrons wanting to see the film at certain times. . . . Bowl Drive-In, West Haven, Conn., had a midnight show on Sunday. . . . The Handicapped Boys Scout Troop 3 from Greater New Haven, sponsored by the theatre industry folk in the area, had an active program over the Memorial Day weekend.

Frankie Laine recently took time out in Boston to autograph records of his "Strange Lady In Town," featured in the Warners film of the same title. From left to right are Leon Naples, musician; Ruth Shapiro, Laine's personal representative; and Art Moger, representing Warners.

Meadow Street

Greenwich Playhouse, Greenwich Conn., legit theatre, has closed for the summer. . . . Charles Aaron, who managed the Victory, New London, Conn., and Ville, Waterville, Conn., is now the manager, Star, Hartford, which reopened. . . . State ,Manchester was among the theatres which had "Special No-School" shows for the youngsters on May 30.

Sal Adorno, Jr., owner and general manager, Middletown Drive-In, had a nice "thank you" notice in the Middletown Press the day after the outdoor theatre opened. As an attraction for the youngsters the Middletown Drive-In had Davy Crockett and his trusted rifle, "Betsy," in person; free autographed pictures of "Davy"; Kara-Bell, the clown; and free balloons to all. . . . Portland Drive-In has "Buck Night" every Tuesday night. . . . East Windsor Drive-In had a horror show Sunday midnight. . . . Groton Drive-In has horseshoe courts for the "big kids" as an added attraction. . . . Free Davy Crockett souvenirs to the lucky ticket holders was featured at the E. M. Loew Drive-In, Newington, Conn., recently.

Norwalk Drive-In had a twin-bill horror show on a Sunday midnight. . . . Ted Rallis and his Melo-deers was the in-person attraction at the Pine Drive-In, Waterbury, Conn., recently. . . . Lake Drive-In, Waterbury, Conn., had a bop session. . . . State, Waterbury, Conn., had Bobby Southland "Dancecapades" on stage for one performance.

Oak, Oakville, Conn., had a kiddie show on Memorial Day morning, starting at 10 a.m. . . . Other theatres throughout the state arranged for special children's matinees in the Decoration Day afternoon. . . . Tex Pavel broadcasts from the Plainville Drive-In over WKNB every Monday and Friday at 7:30 p.m. to 8 p.m.

Variety Club

Tent 31, New Haven

The New Haven Adult Handicapped Group, under the direction of Mrs. Harry Nadel, concluded its educational program for this year recently with a party and entertainment at the Variety Club. Quarters were given to the group by the New Haven Tent.

Connecticut

Groton

New children's playground and horseshoe courts have been installed at the Groton Drive-in.

Hartford

Ray McNamara, Allyn, had a model carrying appropriately-bannered parasol through downtown streets for several days, as part of "To Paris With Love" promotion. Two thousand letters were used in a mailing campaign. Several window displays were lined up, and a contest was planted on WCCC, offering guest tickets for five best answers to the topic, "Name as many films as you can remember with the word, 'Paris,' therein."

Ted Harris, State, planning a Louisville, Ky., visit with Mrs. Harris, will redecorate the downtown vaudeville-film house later this summer. Theatre is closed through early September. . . . M and D Theatres closed down the Middlesex, Middletown, Conn., for extensive remodeling and redecorating. Mike Adorno, assistant general manager, advertised, "Thank you for the biggest season in years and years! We're closing to fix up, clean up, paint up. We will reopen early in the summer with more top shows!"

Connecticut's newest ozoner, the $200,000, 875-car capacity Middletown Drive-In, opened with Allied Artists' "Annapolis Story" as premiere attraction. Screen measures 120 feet wide and 52 feet high. Owner-operator Sal Adorno, Jr., will handle his own film buying and booking. He was associated with his dad, Sal, Sr., in the M and D Theatres for more than 20 years. Unique feature is Diaper Den, where mothers can tend to their youngsters in a part of the concession building. Sal hosted the Middletown Kiwanis Club and other service organizations for the opening.

Marcel Fasano, Loew's Poli-New England Theatres, is talking about beating his 1954 records at the upcoming MPTO of Connecticut golf tournament. This year's program is slated for July 26 at the Racebrook Country Club, Orange. . . . The Rivoli has a new screen, measuring 34 feet wide and 18 feet high. Maurice Shulman, Shulman Theatres, called the unit a Picturerama Screen and notes the surface area has a screening ratio of 1.85 to 1. Rivoli's marquee has been redecorated.

Andy McDonald, Connecticut district manager, Brandt Theatres, used "Violent Saturday" teaser ads for the Ridgeway, Stamford. . . . State Police Commissioner John C. Kelly has ruled in favor of a drive-in to be built by John D. Sirica and Fred Quatrano in the Guernseytown section of Watertown. Formal objection to the project had been raised by a group of area residents. Sirica and Quatrano are Waterbury theatre owners.

The 1800-seat Star, downtown, subsequent-run house operated by Community Corporation, was reopened.

NEWS OF THE Territory

New York City

Crosstown

Betsy Blair, co-star, UA's "Marty," returned from Cannes, France, where the Hecht-Lancaster production became the first American film to win the Grand Prize at the International Film Festival. . . . Spyros P. Skouras, president, 20th-Fox, returned from a trip to Mexico.

Murray Silverstone, president, 20th-Foxs' International Corporation, left for London for a series of meetings on the continent. . . . W. C. Gehring, 20th-Fox executive assistant general sales manager, left for Hollywood for a conference at the studio with director of distribution Al Lichtman.

Charles Frank Horstman, Jr., 14-year-old son of Charles F. Horstman, manager, RKO Theatres' maintenance and construction department, died suddenly on May 30. Funeral services were held at the Fox Funeral Home, Larchmont.

Irving Rapper, who recently completed directing King Brothers' "The Boy and The Bull" in Mexico for RKO release, arrived for a short stay. . . . 20th-Fox's "The Seven Year Itch" had a gala celebrity, press, public preview at Loew's State, with Marilyn Monroe heading a slate of stars at the event. . . . Stanley Kramer's "Not As A Stranger" is set to have its Broadway premiere at the Capitol on June 29, UA announced.

James R. Velde, western division manager, United Artists, left for Milwaukee and Chicago, for conferences with branch executives and circuit heads on distribution of UA's summer relases. . . . Carroll L. Puciato, president, Carroll Pictures, left for a five weeks' tour of exchanges and to confer in Hollywood with various producers.

Barney Balaban, left, recently presented a hand-silver mounted Bible to Major Albert Warner, center, in recognition of his outstanding service to the United Jewish Appeal of Greater New York. Industry chairman Adolph Schimel, right, who presided at the testimonial luncheon, looks on, as does Sam Rosen, vice-president, Stanley Warner Theatres. The award was made at the annual lucheon of the Motion Picture and Amusement Division of UJA.

Mrs. Charlotte Schiff, wife of Lieutenant Edward L. Schiff, and daughter of Maurice Grad, Columbia's short subjects sales manager, gave birth to a seven and seven-eights-pound baby boy at Bethesda Naval Hospital, Md. The child, named Richard Barry, is the second son for the Schiffs.

Mori Krushen, exploitation manager, United Artists, returned from Montreal, where he met with field representatives and Canadian circuit heads on campaigns for forthcoming releases. . . . Max E. Youngstein, vice-president, UA, returned from Hollywood, where he conferred with Robert F. Blumofe, vice-president in charge of west coast operations, and Leon J. Roth, west coast publicity coordinator, as well as independent producers making films for UA release.

Lothan Wolff, producer, Louis de Rochemont Associates, returned from 20 months in Indonesia, where he headed a team of motion picture specialists assisting the Indonesian Government in expanding its film activities.

Nonee Sen, Columbia representative in Singapore since 1937, is returning to his headquarters from a New York visit to continue as district supervisor for Malaya, Thailand, Indonesia, and Indo-China, under the direct supervision of Michael Bergher, Columbia's general manager and supervisor for the far east. Aaron Pines, who has been substituting for Sen during the latter's two-month absence in Europe and America, is scheduled to return shortly to far east headquarters in Tokyo.

Foster M. Blake, U-I eastern sales manager, returned from Kansas City.

New Jersey

Newark

Miss Diane Gordon has taken over as the new manager at the Oritani, Hackensack, N. J. Without the usual years of apprenticeship, Miss Gordon moved into the management of the Skouras Circuit's Brook, Bound Brook, N. J. fifteen years ago. Since that time, she has found the theatre an intriguing career. She's firm in the belief that theatre management is more than trying to bring in customers to satisfy the theatre owner. "As a theatre manager, you're part of a community, a part of its everyday life. To do your job right, you've got to give to that community, and that's how I hope to find my position in Hackensack," she said. Miss Gordon's record would indicate that she means what she says. In her posts at the Skouras' Capitol, Fulton, and Rialto, Jersey City, and then at the Central, Jersey City, for Stanley Warner, she concentrated on making her theatres part and parcel of community activity. A dog fancier, Miss Gordon helped promote a dog show that eventually developed into national dog week and in recognition of her acievement she is being honored by an international group at their annual dinner. Miss Gordon joined Stanley Warner last July. She was first assigned to the Central, and now to the Oritani. A resident of Englewood, she is the mother of a 16-year-old daughter. Brewster Lee continues as assistant manager, Oritani. Anthony Williams is the divisional manager for Stanley Warner.

U-I recently held a sneak preview of "The Private War Of Major Benson" at the RKO 86th Street, New York City, and among those attending were, left to right, David A. Levy, U-I metropolitan district manager; P. D. Dana, eastern sales manager; Frank Damas, Eastern Management Corporation, which operates drive-ins; Ray Moon, U-I assistant general sales manager; Bernie Brooks, buyer and booker, Fabian Theatres; Archie Berrish, Mike Edelstein, and Mattie Polan, all of RKO; Harold Rosen, U-I New York exchange; Charles Moses, Circuit Staten Island Theatres; N. Harris, Eastern Management Corporation; Damas; Levy; Nat Goldberg, Leo Simon and Fred Mayer, U-I's New York exchange; Norman Arenwald, Brecker Circuit; Phil Winnick, Warner Circuit; Jimmy Davidson, New York U-I exchange; Phil Steinberg, Dyckman and Grand Circuit; and Simon, David A. Levy, metropolitan district manager, U-I; Johnny Murphy, Loew's Inc.; Thomas Goff, U-I New York exchange; Lillian Gibbons; Jimmy Jordan, circuit sales manager in New York; and Rosen, U-I exchange.

Among the many seen at the recent New York trade screening of Warners' "Mister Roberts" at the RKO 86th Street were, in the usual left to right, top to bottom order, Al Blumberg, Warners New York exchange head booker; Sam Rinzler and Harold Rinzer, Randforce Theatres, Brooklyn; William Brandt, Brandt Theatres; Ernest Sands, Warners New York branch manager; and Ben Abner, Warners Metropolitan district manager; Sonny Levy, Ritz, Newburgh, N. Y.; Frank Marasco, Wappingers Falls, N. Y.; Shirley Levy, Warners booker; Albert McKennan, Albernac, Pawling, N. Y.; and Irv Rothenberg, Warners salesman; Sands; Ed Fabian, Fabian Theatres; and Abner; Maurice Miller, Hecht Theatres; and Sands; Sam Einhorn, Rosenblatt-Welt Theatres; Jack Harris, Walter Reade Theatres; Abner; and Paul Behrke, Skouras Theatres; Mordy Lightstone and Sid Klein, Island Booking Circuit; Cliff Loth and James Pisapia, district managers, Interboro Circuit; a group from the Randforce Theatres, left to right, Murray Alper, H. Sewel, George Langbart, Jack Birnbaum, Manny Frisch, and Erwin Gold; and Irving Dollinger, Independent Theatre Service of New Jersey, and Sands.

New York State

Albany

Clayton Pantages is the local 20th-Fox manager. A paragraph in a recent edition of MOTION PICTURE EXHIBITOR mistakenly called him "Clayton Eastman." Eastman, who served for years as Albany manager for Paramount, is now operating a store in Vermont. Pantages, with the same first name, is a native of Connecticut and a World War II veteran, with 20th-Fox service in New Haven, Buffalo and Albany.

Stewart Field Air Force Band and a color guard presented a salute to the men of the Strategic Air Command on the stage of Fabian's Palace, preceding the first evening screening of Paramount's "Strategic Air Command." Manager William With and assistant manager Eugene Ganott, World War II veterans, arranged for the appearance of the band, which is stationed at Newburgh. Edward J. Wall, advertising and publicity director, Paramount, worked on and attended premieres here and in Buffalo.

Bill Haley's Comets gave two evening performances in the Grand, having previously played two shows in Kallet's Capitol, Rome.

Surveying his CinemaScope installations and other improvements at Riverview Drive-In, Rotterdam, Sunset Drive-In, Kingston, and Vail Mills Drive-In, Vail Mills, Harry Lamont found cause for satisfaction in the favorable comments by patrons and the increased receipts at boxoffices. He also spoke enthusiastically of the new double entrance at Riverview which paid off in the prompt, smooth handling of automobiles. A Gloversville paper printed a picture of the widened screen at Lamont's Vail Mills Drive-In. For the reopening in both spots, free gifts to the first 300 cars were added bait. . . . Leeds Drive-In, Leeds, N. Y., also went widescreen and CinemaScope.

Mrs. Ralph Ripps, wife of the MGM salesman, is chairman of the membership committee for the Albany Women's Auxiliary of the Jewish Home for the Aged, Troy. Screen Star Kirk Douglas' mother is one of the guests at the home.

The Mohawk Drive-In is now the scene of Sunday morning non-denominational church services. Mohawk is a Fabian operation, supervised by Irwin Ullman, and managed by E. A. Thompson. . . . Dallas Chamberlain was promoted from counterman to stand manager, Berlo Vending Company, Fabian's Saratoga Drive-In, Latham. . . . William Curry, a restaurateur, was named, stand manager at Alan V. Iselin's Auto-Vision, East Greenbush. Ed Waldman, who filled the slot at Auto-Vision last season, now directs two stands for Berlo at Thatcher

State Park. . . . Harold Leitch, husband of Betty Leitch, manager of the stand at Mohawk Drive-In, was transferred by Berlo to Scranton, Pa., as branch manager.

A report on the recent Variety Clubs International convention in Los Angeles was presented by delegate Jack Goldberg, MGM, at Tent Nine's annual golf tournament at Shaker Ridge Country Club. . . . Another area delegate to the 19th international convention was Louis W. Schine, who with his brother, J. Meyer, head the Schine Circuit and operate the Schine hotels, including the Los Angeles Ambassador. Mrs. Jack Goldberg, niece of the late Marcus Loew, made her initial visit to California for the Variety convention. Also in the party were A. C. Mayer, trail-blazer in Washington of nickel-admission motion picture theatres, and Mrs. Mayer.

John Gardner installed an automatic telephone-answering service at Turnpike Drive-In, Westmere. The first in an area theatre, it provides recorded messages when no one is at the drive-in, as well as when the rush of cars makes live answering difficult. The record announces, "This is Turnpike Drive-In's automatic answering service," and follows with information on starting time of features, cartoons, and intermission, and with Technicolor, CinemaScope, and similar credits. The device also records the number of calls received.

Miss Nancy Watkins, daughter of Strand chief projectionist Claude Watkins, graduated with honors from Syracuse University. . . . Fireworks displays for Memorial Day were staged by a number of drive-ins, including Joe Miller's Menands, Fabian's Mohawk and Saratoga, and Sardos Smalldone's Malta.

U-I officials checking into town were Peter Dana, eastern division manager and one-time local chief; Joseph Gins, district manager, and Irving Sochim, short subject sales manager. Dana and Gins stopped en route to Schine circuit offices in Gloversville, to which branch manager Norman Weitman drove them. Sochim arrived earlier to huddle with Weitman on newsreel promotion. . . . The Paramount, owned by the Hellman family but closed for a year, was reopened by Jules Perlmutter on lease. Albany Local 324 picketed it, because of non-union booth personnel. The reopening was not newspaper-advertised. Perlmutter installed CinemaScope.

Joseph Liss, Stanley Warner district manager, conferred with Stanley manager Andrew W. Roy, and Avon manager Ottilie Fearing, in Utica. . . . One of Troy's veteran projectionists, William J. Jarvis, died in St. Mary's Hospital after a long illness. Interment was in St. Joseph's Cemetery. Three sisters and a brother survive.

Joan Pratt, switchboard operator, U-I, weds Richard Winkowski on June 11. . . . Pep Club members plan to gift booker John Capano, who resigns June 10 from U-I to associate with Upstate Theatres, Inc., of Albany. He will be assistant to Mrs. Mary Flynn, veteran date setter for

Columbia recently kicked off its publicity campaign for "Queen Bee" with a press party in New York for star Joan Crawford and her bridegroom, Alfred Steele. On hand to greet the pair was Columbia vice-president Paul N. Lazarus, Jr.

the cooperative, and previously booker, Republic.

Buffalo

The Very Rev. Msgr. Edward S. Schwegler, diocesan director of the Buffalo Legion of Decency, in the current Union and Echo, Buffalo Catholic weekly, continued his discussion of the RKO "Son Of Sinbad" situation in Buffalo, opining that no theatre in the area will likely dare to show the film.

Federal Judge Harold P. Burke continued for six months the status of the Glowmeter Corporation, North Tonawanda, as a debtor in possession, at a meeting of creditors. The corporation filed a petition for reorganization under Chapter XI of the Federal Bankruptcy Act. Glowmeter, which is making motion picture theatre screen material under subcontracts, was authorized to continue in business until Nov. 23, with another meeting of creditors scheduled by Judge Burke for Sept. 26.

William Lambert has been appointed assistant manager, Eckel, Syracuse, according to manager Paul Johnson. . . . Steve Perozzi, MGM field representative, Buffalo and Albany territories, was in

Diane Gordon, new manager, SW Oritani, Hackensack, N. J., was recently officially greeted to the city by a group of leaders at a luncheon at the Red Lion Inn. Seated with Miss Gordon, left to right, are Al Tfank, president, Hackensack Chamber of Commerce; Russell L. Binder, business manager, Bergen Evening Record; and Harold V. Reilly, SW city manager. Standing is Anthony Williams, SW division manager.

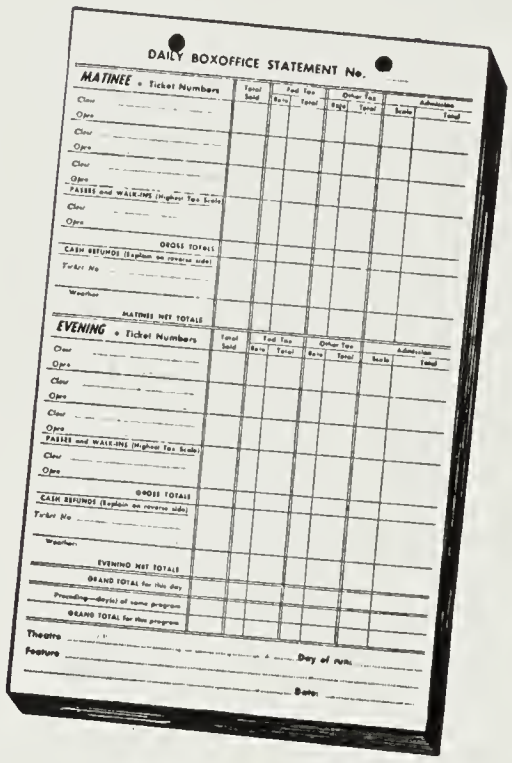
Syracuse aiding Loew's State in the promotion of "The Prodigal." . . . Irvin Weber, manager, Rialto, Lockport, is putting on some splendid exploitation campaigns nowadays, one of his most recent being on "Davy Crockett." . . . George H. Mackenna, general manager, Basil Theatres, and Constantine J. Basil, president, same circuit, are back in Buffalo from a tour of west coast studios and both are enthusiastic over the product coming to them for the summer months.

The Stromberg-Carlson Co., Rochester, requested the Federal Communications Commission to authorize transfer of control of its Rochester broadcast and television outlets to the General Dynamics Corporation. William A. Fay, vice-president and general manager of broadcast facilities, made the application. Stromberg operates stations WHAM-AM, WHAM-FM, and WHAM-TV. The transfer would be part of an overall merger approved by directors of both companies.

Traffic in Clinton Avenue North, Rochester, was grounded when the U. S. Air Force took over the block from Main to Mortimer for the opening of Paramount's "Strategic Air Command," at the Paramount. City Manager Francis Anderson had the co-operation of several branches of the Air Force in putting on exciting ballyhoo. . . . The enthusiasm of Vincent R. McFaul, general manager, Shea Theatres, Buffalo and Niagara Falls, made Buffalo a premiere city, with Cleveland, Atlanta, and San Fran-

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM



Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

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2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

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Four harem beauties from Howard Hughes' RKO release, "Son Of Sinbad," recently appeared at the opening of the 47th semi-annual Washington Square Outdoor Art Show in New York City, where they posed in their costumes for a battery of artists. The girls are Barbara Lohmann, Yvonne White, Andrea Cleve, and Dorothy Van Dyke.

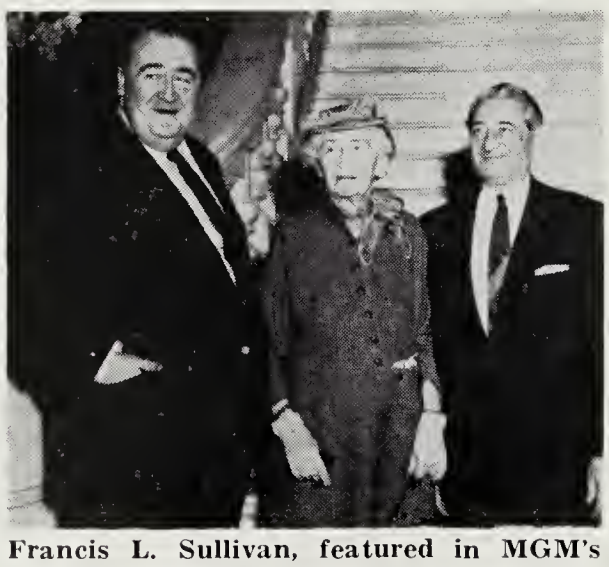
cisco, in MGM's test showings of "The Interrupted Melody." Following a screening recently, McFaul negotiated the presentation in the Buffalo, which will effect the general release policy all over the country in mid-summer.

Take it from Martin and Lewis, being funny is hard work. Both Dean and Jerry said that with emphasis the other night when they were cornered in their dressing room at the Sports Arena, Rochester, where they made a one-night stand with their show. . . . Harry Fellerman, head, U-I special sales devision, was in for conferences with Jerry Weschler, U-I branch manager, and during his stay had lunch with Arthur Krolick, UPT district manager.

Gordon White, builder; Morris Weinstein, attorney; and M. Katz, associated with Western Auto Vending Company, all of this city, announced plans to build a 1,000-car drive-in west of Shillington, Pa.

Schenectady

Louis Rapp is conducting Cheerio yo-yo contests at Fabian's State, Saturday afternoons. City championship finals will be held June 25. Sweaters and other prizes will be awarded the winners.



Francis L. Sullivan, featured in MGM's "The Prodigal," recently attended the Capitol, New York City, with his mother, who is visiting in New York, and was greeted by Harry Greenman, managing director.

EYEING THE Exchanges

WARNERS — Shipper Paul Dean celebrated a birthday. . . . The contract files department will shortly be moved to the sixth floor. . . . Contract clerk Viola Guillen recently celebrated a birthday. . . . Elissa Goldstein, cashier's clerk, announced that she was recently married.

AA—Print booker John Shields was recently given an office party in observance of his birthday. . . . Cashier Norman Benchik is moving to his new Bronx apartment. . . . Condolences to traveling auditor Bill Porter upon the loss of his mother. Services were held in Philadelphia. . . . Al Zuckman, Brookside Drive-In, recently visited the AA office.

RKO — Typist-clerk Beatrice Bartlett recently enjoyed an Atlantic City, N. J., weekend with her husband. . . . Bookkeeping machine operator Peggy Degnan revealed that she is to be married on June 25.

20TH-FOX—Branch manager Abe Dickstein moved to his new home in Teaneck, N. J. . . . Salesman Moe Kurtz recently visited his daughter in Syracuse, N. Y. . . . A luncheon was recently held at the Picadilley for May Lovarco, who is leaving 20th-Fox to become a mother.

PARAMOUNT—Booker Joe Curtin is on vacation. . . . A luncheon was recently held for ledger-clerk Louise Grittini who has left Paramount for maternity reasons. . . . Booker Richard Magan revealed that his son recently celebrated his 15th birthday, while the daughter of booker Gene Newman celebrated her 10th.

MGM—Boxoffice clerk Theresa Muraco was on vacation. . . . Birthdays were recently celebrated by cashier Rebecca Derderian and district manager Sal Gotlieb. . . . Trudy Shapiro, ex-secretary, was recently visited by a number of her former co-workers at her Long Island home.

U-I — Mildred Lawrence was away from work due to illness. . . . Typist-clerk Gloria Gonzaga journeyed to Pennsylvania for a recent weekend. . . . Assistant branch manager Nat Goldberg has returned from a Hawaii vacation. . . . Dave Levy, branch manager, is back from a Hollywood business trip. . . . Clerk-typist Sandy Serling is readying for her June 13 vacation.

RAMBLIN' 'ROUND—Martin Cohen is a new Columbia student-booker. . . . The children of Business Education's Jerry Shapiro recently attended a birthday party for their cousin Willard Seiden. . . . Paramount secretary Gloria Genovese has returned from a European vacation. . . . Republic salesman Anthony Ricci recently celebrated a birthday. . . . Eleanor Chakrin has joined the Republic exchange as a cashier-clerk. She formerly worked in the home office foreign sales department. —D. T.

NEWS OF THE Territory

Philadelphia

Crosstown

A. M. Ellis has bought the Forum and will change its name to the Ellis. The theatre is now being refurnished with new seats, marquee, new front, air conditioning, and installation of new projection equipment and screen at a cost of approximately $150,000. In all probability an attempt will be made to get a key run for the house. Ellis Theatres are also reported spending $100,000 on the Brandywine Drive-In, outside of Wilmington, Delaware, and expect to open July 1 with first runs. Many industryites are pleased to see the confidence Ellis thus expresses in the industry.

Everyone was pulling for the speedy recovery of Ben Amsterdam, ailing industry veteran.

Mel Fox advises that all of the stars playing in summer-stock at his Grand, Bristol, Pa., now on the straw-hat circuit, stop at his Olympia Lakes, just across the river in New Jersey, where there may be found water skiing, swimming, motor boating, row boating, dancing, etc.

Following up the advance appearance of star Piper Laurie in behalf of U-I's "Ain't Misbehavin'," SW Mastbaum, local TV and radio programs featured the appearance of Joel Wesley, styled as organizer and director, Chorus Girls Council for Fair Play. Miss Wesley, a former chorine, is said to have taken her cue from Miss Laurie's characterization in the picture. A mambo contest also was held in the spacious lobby of the SW Mastbaum, in a tieup with the local Arthur Murray dance studios.

Vine Street

Lou Formato, MGM district manager, left on a three-week trip through the south to assist Rudy Berger, who is recuperating from a recent illness. Formato will stop at Washington, Charlotte, Atlanta, Dallas, etc.

Irv Blumberg, Warners' exploiteer, was in Washington and Richmond, Va., and also in Charlottesville, Va., where he was on location with the shooting crew of Warners' "The Giant."

Richard A. Gillis, son of Allied Artists' branch manager Maxwell Gillis, won a scholarship to Harvard University, and is his father proud!

Walter Seltzer, Hecht-Lancaster west coast representative, was in conferring with UA exploiteer Max Miller on the Studio engagement of "Marty."

Ed Gallner, local MGM praise agent and publicist, is one of several local flacks behind the Cafe Rodin, Philly's first coffee house on South Quince Street below the Forrest. He invites all of his many industry friends to drop around and sample any of the 10 different types of coffee served in the arty sort of place.

Harold Colton, formerly U-I salesman upstate, is now the office manager and booker at Allied Artists.

Sidney E. Samuelson, president, Allied Independent Theatre Owners of Eastern Pennsylvania, announced that a meeting of the group will be held at the Community, Hershey, Pa., on June 16. The session will be preceded by a dutch treat luncheon served in the Community Building dining hall. The agenda of the business meeting will include a report on the National Allied board meeting held in New York City last May; Allied's Emergency Defense Committee Conference with film company heads; legislative program to secure relief for exhibitors; conditions of the film market; theatre acquisitions by formerly affiliated circuits; films produced with government cooperation; pay-as-you-see TV; a complete report on definite progress and action to secure relief on film rentals; the print shortage; current product, quality, boxoffice appeal, and shortage; postponed election of Governors; and the status of audience collections.

The trade was shocked by the death of Republic salesman Eli M. Ginzburg, who passed away at Albert Einstein Medical Center, Northern Division, after a brief illness at the age of 58. Feeling ill while covering his upstate territory, Ginzburg headed for home, entered the hospital, and died of a heart attack after seven days. A real old timer in the business, he will be remembered as one of the late Murray Beier's fight film salesmen; as well as his connections with other film exchanges. He had been with Republic for the last three years. A member of Variety Club, Tent 13, Motion Picture Associates, and the Colosseum of Motion Picture Salesmen, he is survived by one daughter, a granddaughter and a sister. Funeral services were held at Joseph Levine and Sons Funeral Parlors.

K. Katz has resigned as Republic booker.

District of Columbia

Washington

Bill Michaelson, Bernheimer Circuit, reports that all managers decorated their theatres in front with silver lettering honoring Bernheimer Circuit silver anniversary. The Bernheimer management wants to thank everyone connected with making its 25th anniversary a most successful occasion.

20TH-FOX—Sara Young, head booker, spent the weekend in Brookline, Mass., where she met her son Dick, who is a booker in Albany exchange. . . . Marion Bowen is spending two weeks vacationing in Florida.

ALLIED ARTISTS — Minnie Smith returned to her desk after a recent illness. . . . Betty Heltzman, operator, is the new girl.

PARAMOUNT — Jane Harrell has resigned to get married in June to George

Mr. Theatre Manager:

Please make certain you check your shows no later than 10:00 A. M. on Saturdays, Sundays and holidays.

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Kelly. . . . The new student booker is Jerye Kristofferson. . . . Pete Badessa, shipper, is sporting a new car.

NSS — Ernestine Bandel, manager, celebrated a birthday. . . . George Nathan and family visited friends and relatives in Atlantic City, N. J., over the weekend.

REPUBLIC — Rose Johnson spent two weeks vacationing in Connecticut. . . . Bill Wilson, head shipper, is happy over moving into his new home. . . . Reba Le Moyne is spending the weekend with her mother in Lexington Park, Md.

EQUITY—Pete Piech, home office executive from New York, visited the exchange on routine business. . . . Elmer McKinley, salesman, was in Charlottesville, Va., handling details of an auto accident there.

WARNERS—Mrs. B. Boothe is visiting her daughter, Dorothy Higgins. . . . Connie Herlock's mother, Virginia Belt, fell and broke her hip. . . . Bill Long, shipper, celebrated a birthday on May 25. . . . Safie Bowles spent the Memorial Day weekend at Rehoboth Beach, Md.

RKO—George Sullivan wants to thank everyone for helping make the Buddy Poppies campaign a successful one. Sullivan's wife is home recuperating after a minor operation. . . . Silvia Hodgkins, biller, celebrated a birthday on May 27. . . . Jack DeWaal, home office representative, visited the exchange. . . . Lillie Pillow, inspectress, is on a two-week vacation.

Designed to set off a kiss chain reaction in behalf of UA's "Kiss Me Deadly," starlets Maxine Cooper, left, and Elyse Novey, right, carried their "puckerings" to William H. Sylk as a congratulatory gesture upon his inaugural as president, Golden Slipper Square Club. Sylk is president, Radio Station WPEN, and executive vice-president, Sun Ray Drug Company, Philadelphia drug chain.

DISTRICT THEATRES — Fritz Hoffman was home ill. . . . Bull Moose Jackson and the Orioles opened at the Howard.

Henry Agello, MGM, and family spent the Memorial Day weekend visiting friends and relatives in Boston. . . . The Women of Motion Picture Industry elected officers at its meeting at the Variety Club. They are Lucille Traband, UA, president; Ora Donoghue, Fruchtman Theatres, first vice-president; Sara Young, 20th-Fox, second vice-president; Florence Carden, Allied Artists, recording secretary; Mary Louise Perry, Bernheimer Theatres, corresponding secretary; and Agnes Turner, RKO; treasurer.

Dave Ginsberg, Beltsville Drive-In, is home recuperating after a minor operation. Beltsville Drive-In, has installed CinemaScope equipment. . . . Steve Topley, manager, Hillside Drive-In, reports CinemaScope installations.

STANLEY WARNER—Pete Harris, assistant treasurer, Cinerama, entered Washington Sanitarium for an old service injury. . . . Winnie Bernhardt, electrician, is recovering from an operation at Alexandria Hospital. . . . Frank Norris, electrician, became a grandfather for the eighth time. . . . Hazel B. Jones, operator, Cinerama, returned to work after a brief illness. . . . Herb Barberie, resident technician, brought his wife home after a major operation. . . . Charles White, electrician, returned to work after vacationing in the Bahamas. . . . Fred D. McMillan, managing director, Cinerama, returned to his desk after a business trip to Gettysburg, Pa.

The Ambassador played host to newspaper critics, trade-paper representatives and Stanley Warner key personnel with the trade showing of Warners' "Mister Roberts." . . . Five outstanding managers in the Washington Zone who competed for $250 in prizes for best boxoffice campaigns during the month of April were announced by George A. Crouch, general zone manager, in Washington area. The winners were E. C. Costello, Beverly, $100; George Payette, Maryland, Hagerstown, Md., $50; Frank Shaffer, Dixie, Staunton, Va., $50; Sidney Hoffman, Metropolitan, $25; and Raymond Burch, Tivoli, $25. The prize award committee, headed by Crouch, included Frank La Falce, Harry Lohmeyer, C. E. McGowan, Charles Grimes, Louis Ribnitzki, and James Root.

—T. C.

"Johnny Night" Thrills Thousands

PHILADELPHIA—Variety Club Tent 13's annual Johnny Night was held at Connie Mack Stadium last week for the benefit of the tent's summer camp for handicapped children, and followed in the pattern of other years and proved its usual success.

Under the co-sponsorship of the Daily News, which gave the event all-out publicity, numerous night club entertainers, topped by Julius La Rosa, put on a one-hour show; The Fralinger String Band, Mummers parade prize winners; several Veterans of Foreign War drum corps, color guards, and The Reilly Raiders, national champion American Legion drum and bugle corps; and a blondes vs. brunettes girls softball game, all lent their services. This was followed by a regulation National League baseball game, in which the Phillies defeated the Chicago Cubs.

The door prizes were more numerous this year and led off with a Chevrolet donated by Barker Vic Potamkin.

The official attendance was given as 19,974.

Michael Felt, chairman; Joseph Biben, entertainment chairman; and Samuel Karsevar, field director, and all who helped deserve applause for their efforts. Altec and Progressive Electric assisted with the special sound equipment.

Rex Reason, Universal-International's star, made a personal appearance along with "Mutant," alleged out-of-space resident, and thus got in a plug for "This Island Earth."

Delaware

Wilmington

The Journal-Every Evening reprinted from the Montclair, N. J., Times an editorial tribute to Daniel Cudone, Sr., father of Dan Cudone, manager, Edge Moor. One of Dan's brothers is general manager of the Montclair paper, and the editorial was titled, "Pop is Gone." It was in the Wilmington paper's "Man About Town" column.

—H. L. S.

Maryland

Baltimore

Newsreels no longer are subject to prior censorship in Maryland. This is the new law passed by the last session of the State Legislature. At the same time, the general film censorship laws were brought in line with recent Supreme Court opinions. The Baltimore City Court no longer has final say in censorship disputes. Cases can be taken to the Court of Appeals.

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Natt W. Hodgdoen, manager, Jack Fruchtman Theatres, was host to top brass of the Air Corps at a cocktail party in the Sheraton Belvedere, preceding the opening night of "Strategic Air Command." The premiere program included a band of music and a parade. Harold Talmage Colley, publicist for Keith's and the News, arranged the outdoor part of the program.

Owen Schnapf, manager, Century, drove down to Ocean City, Md., on his day off. . . . Jack Sidney city manager, Loew's, is entertaining his father, Jack, Sr., in from the west coast. . . . Major Albert Warner was at Pimlico for the Preakness. With him was George Fishman, Warners' advertising executive from Philadelphia.

George Daransoll, manager, Crest, was in Washington on a business trip. . . . Meyer Leventhal, head, Lord Baltimore, has been reappointed by Governor McKeldin as chairman of the Maryland State Board, Examiners of Motion Picture Operators. . . . Jack Whittle, owner, Avenue, spent the Memorial Day weekend in Ocean City, Md. . . . Clyde Young, Baltimore Variety Club, spent his day off at Cape St. Claire, Md., where he is building a new home.

Herman Perkins is the new manager, Patapsco. He was formerly with the Alpha. . . . Miss Caryl Hamburger, manager, Film Centre, is sporting a new black-and-white convertible. . . . Richard Dizon, manager, Town, is vacationing with relatives in Wisconsin. . . . Roland Tankersly, Stanley projection staff, has resumed duty after a bout with the flu. . . . Bernard Terry, also a Stanley projectionist, has returned from vacation.

Howard McCall, recovered from a virus attack, is back to work at the Little. . . . Baltimore Variety Club held a stag night with the Baltimore Colts football stars as honor guests. Dick Dubin and Wilbur Brizendine were co-chairmen of the event. . . . Phil Isaacs, Paramount branch manager, came over from Washington for the opening of "Strategic Air Command." . . . Joseph Morrison, Century, is spending tow weeks' vacation in New York City.

—G. B.

Hagerstown

City Manager, George Payette, Jr., SW Maryland, and Johnny Hersh, house manager, were given special writeups in local newspapers on occasion of their both celebrating 20 years in show business in Hagerstown. Payette has been in show business 40 years, 20 years in Hagerstown as city manager. . . . Corporal Frank Hiser, Jr., former Maryland aide, was here on leave after serving 14 months in Korea with Marines. He expects to be sent overseas soon.

— L. Mc W.

Leonardtown

Buddy P. Green, aide, New, has returned to work following a recent operation. He has graduated from St. Mary's Academy and plans to go to college. . . . The miniature air command base set up in the lobby of the Plaza, Lexington Park, Md., in advance of "Strategic Air Command" is attracting lots of attention with its miniature models, etc. . . .

As promotion for MGM's "The Prodigal," Sley's Viking, Philadelphia, the cashier was attired in a Lana Turner costume and thus created a great deal of comment, while a sound truck traversed downtown streets attracting plenty of attention.

General manager T. L. Harrison, Jr., is busy fixing up his own home and assisting with the building of one for his mother at Town Creek, Md.

Pennsylvania

Archbald

Richard Cawley has closed the Archbald.

Ashley

Leo F. Barrett's Ashley has closed.

Dillsburg

Fred Ramsey's Dillsburg has closed.

Jenkintown

The SW Hi-Way has closed indefinitely.

Lebanon

The Lebanon Theatres Corporation, owner of the parking lot, site of a former movie theatre, sold the property to a civic league for conversion into a playground. Enlarged some years ago to provide space for a larger theatre, the lot owners dropped the plan and decided to sell the property.

Millersburg

Condolences are extended to Bill Bethell, Colonnade, whose wife, Esther H., died at her home.

Virginia Convention Set To Highlight Promotion Talks

RICHMOND, VA.—A special promotion and publicity conference on June 16 is scheduled to highlight the three-day convention of the Virginia Motion Picture Theatre Association, which commences June 14 at the Chamberlain Hotel, Old Point Comfort, Va. Announcement was made last week by convention general chairman Hal Lyon, who advised that Jerome Gordon heads a committee to organize the session. William Wyatt, manager, Virginian, Charleston, W. Va., will be one of the leaders of the discussion.

Speakers at the business sessions will include Horace Adams, president, Independent Theatre Owners of Ohio; Robert W. Coyne, special counsel, COMPO; E. D. Martin, president, Theatre Owners of America; and Jack Beresin, past chief barker, Variety Clubs International.

Newport

Sarah McBride has closed the Newport.

Oxford

Allied Motion Picture Theatre Service, Philadelphia, is now doing the buying and booking for the Oxford.

Reading

The Reading Gas Company will hold a three-day cooking school in the Astor.

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Property Owners File Drive-In Suit

LANCASTER, PA.—The Comet Drive-In, scheduled to open shortly with the completion of all construction, last week ran into a legal snarl when adjacent property owners filed an equity action asking an injunction to restrain agents or employees of the theatre from entering or using the premises of the plaintiffs.

The complaint, filed by Adolph C. Koehler, attorney for Charles H. and Ethel B. Reinhold, East Hempfield Township, named as defendants By-Pass Theatres, Inc., and Jacob A. and William A. Martin, doing business as Martin Brothers. A rule was issued by Lancaster County Court requiring the defendants to show cause within 20 days why a preliminary injunction should not be issued as requested in the complaint, which states that the Reinholds own and operate a cattle farm four miles west of Lancaster on which the drive-in is located, with five acres of the Reinhold's pasture adjoining it. Martin Brothers is charged with having invaded and destroyed some 40 feet of pastureland in the installation of a large storm-water drainpipe.

The complaint goes on to state that the plaintiffs are prevented from using their pasture because the defendants have removed a fence and an electric obstruction belonging to plaintiffs which prevented cattle from roaming at large. The defendants, it says, have no right-of-way, easement, or other right of any kind to the premises of plaintiffs, and an injunction, preliminary until hearing, and perpetually thereafter, restraining the defendants and their agents from entering or using the pasture, is asked.

In addition to the injunction, the plaintiffs ask the court to compel removal of concrete pipes and the restoration of the land to its original condition, and to award damages for the "willful invasion . . . and willful disregard of . . . rights."

Manager J. Lester Stallman has provided space in the big lobby for gas stoves and kitchen equipment, and movies will be a part of each school program.

Loew's Colonial, Bob Diem, manager, planned a number of Saturday morning shows for children. Tieups with numerous business firms, programs arranged especially for juniors, and big sidewalk display frames announcing the events helped to put the plan across.

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Those Mickey Spillane dames, Maxine Cooper and Elyse Novey, in Philadelphia to promote UA's "Kiss Me Deadly," recently met theatre and record company executives before a special preview of the film for disc jockeys and music dealers. Shown with the starlets, left to right, are Roy Robbins, assistant ad-publicity manager, Stanley Warner Theatres; Lee Stewart, radio-TV disc jockey; Vito Samela, Philadelphia branch manager, Capitol Records; Birk Binnard, ad-publicity director, SW Philadelphia theatres; and Manny Kellem, promotion manager, Capitol Records.

Theatremen, fearing another long traffic tieup through a bus drivers' strike set for June 2, were relieved by the signing of a contract by the bus company and the bus drivers' union, giving the drivers a five cents an hour pay raise and another similar pay raise May 1, 1956.

The wind storm of May 29 did some damage at various drive-in theatres in this section, but not as much as Hurricane Hazel last fall. The recent storm was accompanied by a 50-mile-an-hour gale that unroofed many houses and barns in this district. Late shows booked for the holiday weekend found attendance cut by the storm, which struck early in the evening, and continued until after midnight.

Shillington

A new drive-in is being built west of here and will have a 1000-car capacity. Gordon White, Buffalo, N. Y., is builder, and interested are Morris Weinstein, attorney, and M. Katz, associated with Western Auto Vending Company, both of Buffalo, N. Y.

Bernard J. Bispeck, manager, Senate, Harrisburg, Pa., recently ballyhooed a special kids show as shown above. Featured was the Planter's Peanut Man in person.

Tamaqua

Victoria Amusement Company has closed the Victoria.

York

Richard P. Reimer, 80, doorman, SW Strand for 25 years, died at York Hospital after being stricken at his home. He is survived by his wife, two sons, a sister, three grandchildren, and three great-grandchildren. He belonged to the local IATSE and State Employees Union.

Virginia

Richmond

Hal Lyon, Franklin, Va., exhibitor general chairman, Virginia Motion Picture Theatre Association annual convention, announced that Jerome Gordon, Palace, Newport News, Va., will head the committee for the special promotion-publicity session scheduled for June 16. The convention will be June 14-15-16 at the Chamberlin Hotel, Old Point Comfort, Va. A panel of leading Virginia promotion-minded exhibitors will lead the discussion, which will include exhibits and achievement reports by such outstanding exploiteers as William Wyatt, recent winner of national recognition, and manager, Virginian, Charleston, W. Va. Top industry leaders have also been secured to start off each day's business session. Horace Adams, president, Independent Theatre Owners of Ohio, will lead-off, followed by Robert W. Coyne, COMPO special counsel, and E. D. Martin, president, Theatre Owners of America. Jack Beresin, past barker of Variety Clubs International, will be the banquet speaker. In addition to the business sessions and banquet, a president's reception is scheduled, with other activities on the calendar including a comedy diving exhibition, a bird's eye tour of the Forrestal, the world's largest vessel, tour of the Jefferson Davis Casemate, card parties, golf, a special game night, and the "Oasis of Good Cheer."

Variety Club

Tent 13, Philadelphia

"You Know What Sailors Are" was screened through the courtesy of UA.

The first group of 74 Variety Club Campers will leave from in front of the Bellevue Stratford Hotel on July 1. Prior to their departure, a staff of doctors will examine the boys. A few vacancies for the month of August exist, and if you know of a handicapped boy between the ages of eight and 13 years, kindly submit his name.

The Ladies Auxiliary held their annual fashion show and cocktail party in the Clubrooms, and it proved to be a very successful affair.

In recognition of the 1955 Deborah Humanitarian Award Dinner to John B. Kelly at the Bellevue Stratford Hotel on June 12, the Club has cancelled the usual Sunday night screening so that the Tent can take care of members and guests, both before, during and after the Kelly dinner.

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The Check-Up of all features and shorts for a ten-month period

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SECTION 2
Vol. 54, No. 6

JUNE 8, 1955

Allied Artists

(1953-54 releases from 5401; 1954-55 releases from 5501)

ANNAPOLIS STORY, AN—D—John Derek, Diana Lynn, Kevin McCarthy—Colorful service film has the angles—81m.—see April 6 issue—(Technicolor) (5513)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue —Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoar show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lower half entry—62m.—see March 23 issue. (5509)

HIGH SOCIETY—C—Leo Gorcey, Huntz Hall, Amanda Blake—Average Bowery Boys entry—61m.—see April 6 issue. (5514)

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: 8. (5510)

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh pragrammer for the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry far the lawer half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

SHOTGUN—OD—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—Satisfactory programmer for the action spots—81m.—see April 6 issue—(Technicolor)—Leg.: B. (5515)

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish camedy for the class and art spots—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lower half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lawer half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

BETRAYED WOMEN—Beverly Michaels, Tom Drake, Carole Matthews. (5524)

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)

BODY SNATCHERS, THE—Kevin McCarthy, Dana Wynter, Carolyn Jones.

CASE OF THE RED MONKEY—Richard Conte, Rona Anderson, Russel Napier—(English Made). (5521)

FINGER MAN—Frank Lovejoy, Forrest Tucker, Peggie Castle. (5519)

GUN POINT—Fred MacMurray, Dorothy Malone, Walter Brennan, Skippy Homeier—(CinemaScope).

JAIL BUSTERS—Leo Gorcey, Huntz Hall.

LAS VEGAS SHAKEDOWN—Dennis O'Keefe, Coleen Gray, Thomas Gomez. (5516)

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale. (5518)

NIGHT FREIGHT—Forrest Tucker, Kieth Larsen, Barbara Britton.

PHENIX CITY—Richard Kiley, Kathryn Grant, John McIntire.

SKABENGA—Jungle documentary—(Color). (5517)

SPY CHASERS—Bowery Boys, Lisa Davis. (5522)

THUNDERSTORM—Linda Christian, Carlos Thompson—(Made in Spain).

WARRIORS, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England). (5523)

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor). (5520)

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Buena Vista

(Walt Disney)

DAVY CROCKETT, KING OF THE WILD FRONTIER—OD—Fess Parker, Buddy Ebsen—Headed for higher returns—95m.—see June 1 issue—(Technicolor).

LADY AND THE TRAMP—CAR—Highly entertaining Disney cartoon feature—75m.—see May 4 issue—(Technicolor)—(CinemaScope).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh pragrammer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue. (718)

CELL 2455, DEATH ROW—MD—William Campbell, Kathryn Grant, Marian Carr—Prison meller for lawer half—77m.—see April 6 issue. (739)

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made). (734)

END OF THE AFFAIR, THE—D—Deborah Kerr, Van Johnson, John Mills—Fair romantic drama—106m.—see April 20 issue—(Made in England). (724)

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made In Tangier)—(1.85-1). (716)

5 AGAINST THE HOUSE—MD—Guy Madison, Kim Novak, Brian Keith—Interesting meller—84m.—see May 18 issue—Leg.: B. (742)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 Issue—(Made In Italy)—(English dialogue). (703)

JUNGLE MOON MEN—MD—Johnny Weissmuller, Jean Byron, Bill Henry—For the lower half—70m.—see April 6 issue. (744)

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)

LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor). (729)

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)

NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh programmer—76m.—see Feb. 23 issue. (730)

PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 Issue—Leg.: B. (715)

PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	HISD—Historical drama
ACD—Action drama	MD—Melodrama
BID—Biographical drama	MUC—Musical comedy
BIDMU—Biographical drama with music	MU—Musical
BUR—Burlesque	MUW—Musical western
C—Comedy	MY—Mystery
CAR—Cartoon feature	MYC—Mystery comedy
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy drama musical	MYMD—Mystery melodrama
CMU—Comedy musical	NOV—Novelty
COMP—Compilation	OPC—Operatic comedy
COSMD—Costume melodrama	OPD—Operatic drama
D—Drama	OD—Outdoor drama
DMU—Dramatic musical	OMD—Outdoor melodrama
DOC—Documentary	ROMC—Romantic comedy
ED—Educational feature	ROMCMU—Romantic comedy musical
F—Farce	ROMD—Romantic drama
FAN—Fantasy	SAT—Satire
FANMU—Fantasy musical	SFD—Science fiction drama
	TRAV—Travelogue
	W—Western

changes are being made!

Continuing through the months between now and next September—a gradual revision, modernization and extension of the normal service of this Yellow CHECK-UP will take place.

Watch the changes develop . . . issue by issue!

PRIZE OF GOLD, A—MD—Richard Widmark, Mal Zetterling, Nigel Patrick—Interesting meller—98m.—see May 18 issue—Leg: B—(Color by Technicolor)—(Made in England and Germany). (738)
PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue. (704)
RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame May Whitty—Names may help reissue—89m.—see April 6 issue. (733)
SEMINOLE UPRISING—MD—George Montgobery, Karin Booth, William Fawcett—Average lower half entry 74m.—see May 4 issue—(Technicolor). (743)
TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)
THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 issue—(Technicolor). (717)
THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Marge and Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)
THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor). (720)
TIGHT SPOT—MD—Ginger Rogers, Edward G. Robinson, Brian Keith—Interesting meller with names to help—97m.—see April 6 issue. (728)
VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)
WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 issue—Leg.: B. (726)
WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western for the duallers—73m.—see March 9 issue—(Technicolor). (727)

TO BE REVIEWED OR IN PRODUCTION

APACHE AMBUSH—Bill Williams, Adelle August, Tex Ritter.
THE BIG SHOCK—Frank Lovejoy, Mari Blanchard, Richard Denning.
BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor.
CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat—Leg.: B.
COCKLESHELL HEROES, THE—Jose Ferrer, Trevor Howard, Victor Madden—(Technicolor)—(CinemaScope)—(Made in Portugal).
COUNT THREE AND PRAY—Van Heflin, Phil Carey, Joan Woodward—(Technicolor)—(CinemaScope).
CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.
DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.
DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).
GENTLE SERGEANT, THE—Aldo Ray, Mitsuko Kimura, Phil Carey—(Made in Japan).
GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).
IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.
JOE MACBETH—Paul Douglas, Ruth Roman.
LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Madison—(CinemaScope)—(Technicolor).
MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp—(Technicolor)—(CinemaScope).
MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).
PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).
QUEEN BEE—Joan Crawford, Barry Sullivan, John Ireland.
REBOUND—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).
SPECIAL DELIVERY—Joseph Cotton, Eva Bartok—(Made in Germany).
STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).
TEEN AGE CRIME WAVE—Tommy Cook, Frank Griffin, Molly McCart.

DCA

(Distributors Corporation Of America)

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartoon feature excellent for art spots—73m.—(Technicolor)—(English-made)—(De Rochemont).
HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color).
LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-made and has angles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia).
STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 issue—(Filmed in Italy).

Filmakers

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-break meller sustains interest—90m.—see March 23 issue
PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory melier—81m.—see Sept. 8 issue

TO BE REVIEWED

MAD AT THE WORLD—Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell.

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 issue—(Ferraniacolor)—(English narration).
APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).
BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).
GREEN MAGIC—DOC—Good documentary—Produced by Leonardo Bonzi on his South American expedition—85m.—see May 4 issue—(Ferraniacolor)—(Filmed in South America)—(English narration).
LOVE IN THE CITY—COMP—Produced by Cesare Zavattini, Ricardo Ghione and Marco Ferreri—Highly exploitable and novel entry for art spots—90m.—see April 20 issue—(Italian-made)—(English titles and narration)—Leg.: "B."
MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import for art and specialty spots—78m.—see Feb. 23 issue—(English titles)—Leg.: C.
THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).
TOO YOUNG FOR LOVE—D—Marina Vlady, Michel Beck, Fernand Gravet—Good import for the art spots—88m.—see April 6 issue—Leg.: B—(Italian-French made)—(Dubbed in English).
WAYWARD WIFE, THE—D—Gina Lollobrigida, Gabriele Ferzetti, Alda Mangini—Interesting drama with Lollobrigida name to help—91m.—see April 20 issue—Italian-made)—(Dubbed in English)—Leg.: "B."

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedee Nazzari—(Dubbed in English).
CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.
NEAPOLITAN CAROUSEL—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).
OUTLAW GIRL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English)—Leg.: B.
VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue. (5327)
BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—For the lower half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador). (5407)
DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 issue (Made in Spain and England). (5402)
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m—see May 19 issue—(English-made). (5310)
PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made). (5326)
RACE FOR LIFE, A—MD—Richard Conte, Marl Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made). (5403)
RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made). (5329)
SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 issue (Spanish-made)—(Dubbed in English). (5323)
SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made). (5404)
SILVER STAR, THE—W—Edgar Buchanan, Marie Windsor, Lon Chaney, Earl Lyon—Fair western—75m.—see April 6 issue. (5411)
TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Boll—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made). (5330)
THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m.—see Feb. 9 issue—(Filmed in Germany)—Leg.: C. (5406)
THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue. (5404)
UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)
GLASS TOMB—John Ireland—(English-made). (5409)
KING DINOSAUR—Bill Bryant, Wanda Curtis (5418)
LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)
PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)
THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—139m.—see Feb. 9 issue—(Technicolor). (520)
ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)
ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(1.75-1). (507)
BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 issue—(Eastman color)—(CinemaScope). (515)
BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)
BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (504)
BEDEVILLED—D—Anne Baxter, Steve Forrest, Robert Christopher—Slow moving drama will need plenty of help—85m.—see April 20 issue—(Made in France)—(Eastman color)—(CinemaScope). (523)
BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 issue—(Eastman Color)—(Made in Holland and England)—(1.75-1)—(SS). (501)
BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry on juvenile delinquency—101m.—see March 9 issue. Leg.: B. (521)
BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope) (502)
CAMILLE—D—Greta Garbo, Robert Taylor, Lionel Barrymore—Good reissue for art houses or regulation spots—110m.—see May 4 issue. (524)
CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(1.75-1). (511)
DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(1.75-1). (512)
DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue. (506)
GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color). (522)
GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)
HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry—112m.—see March 9 issue—(Eastman Color)—(CinemaScope). (519)
INTERRUPTED MELODY—BIDMU—Glenn Ford, Eleanor Parker, Roger Moore—Well made entry has angles—106m.—see April 6 issue—(Eastman Color)—(CinemaScope). ( )
JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating meritorious offering—121m.—see June 17 issue—(SS). (422)
JUPITER'S DARLING—CDMU—Esther Williams, Howard Keel, Marge and Gower Champion—Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope). (518)
LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)
LOVE ME OR LEAVE ME—BIDMU—Doris Day, James Cagney, Cameron Mitchell—High rating musical should hit the better money—122m.—see June 1 issue—Leg: B—(Eastman Color)—(CinemaScope). (527)
MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdoor show has names and amusing angles—92m.—see Feb. 9 issue—(Eastman color)—(Cinemascope)—Leg.: B. (517)
MARAUDERS, THE—OMD—Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis—Good programmer—81m.—see April 20 issue—Leg.: B—(Eastman color)—(Print by Technicolor). (526)
MOONFLEET—MD—Stewart Granger, Viveca Lindfors, George Sanders, Joan Greenwood—Interesting meller with angles to help—89m.—see May 18 issue—Leg.: B—(Eastman Color)—(CinemaScope). (528)
PRODIGAL, THE—MD—Lana Turner, Edmund Purdom, Louis Calhern—Highly interesting and entertaining entry—114m.—see April 16 issue—Leg.: B—(Eastman color)—(CinemaScope). (525)
ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(1.75-1). (503)
TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue. (509)
TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B. (508)
WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue. (505)

TO BE REVIEWED OR IN PRODUCTION

BAR SINISTER—Jeff Richards, Jarma Lewis, Edmund Gwenn—(Color)—(CinemaScope).
BHOWANI JUNCTION—Ava Gardner, Stewart Granger, William Travers—(Color)—(CinemaScope)—(Made in Pakistan and England).
COBWEB, THE—Richard Widmark, Lauren Bacall, Charles Boyer—(Eastman Color)—(CinemaScope).
GUYS AND DOLLS—Marlon Brando, Jean Simmons, Frank Sinatra—(Technicolor)—(CinemaScope)—(Goldwyn).
INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Claire Sombert, Tamara Toumanova—(Technicolor)—(Made in England).
IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).
KINGS' THIEF, THE—Ann Blyth, Edmund Purdom, David Niven—(Eastman Color)—(CinemaScope).
KISMET—Howard Keel, Ann Blyth, Vic Damone—(Color)—(CinemaScope).

QUENTIN DURWARD—Robert Taylor, Kay Kendall, Robert Morley—(Color)—(CinemaScope)—(Made in England).
SCARLET COAT, THE—Cornel Wilde, Michael Wilding, Anne Francis, George Sanders—(Color)—(CinemaScope).
SVENGALI—Hildegarde Neff, Donald Wolfit, Terence Morgan—(Eastman Color)—(English-made).
TRIAL—Glenn Ford, Dorothy McGuire, Arthur Kennedy—(CinemaScope).

Paramount

(1953-54 releases from 5300; 1954-55 releases from 5400)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)
CONQUEST OF SPACE—SFD—Walter Brooke, Eric Fleming, Joan Shawlee—Space thriller will please science-fiction fans and the younger set—80m.—see April 20 issue—(Technicolor)—Leg.: "B." (5407)
COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue. (5409)
FAR HORIZONS, THE—MD—Fred MacMurray, Charlton Heston, Donna Reed—Interesting programmer—108m.—see June 1 issue—(Technicolor)—(VistaVision). (5412)
HELL'S ISLAND—MD—John Payne, Mary Murphy, Francis L. Sullivan—Fair programmer—84m.—see May 18 issue—Leg.: B—(Technicolor)—(VistaVision). (411)
MAMBO — MD — Silvana Mangano, Vittorio Gassman, Shelley Winters—Meller has angles to sell—94m.—see April 6 issue—(Made in Italy)—Leg.: B. (5406)
REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor). (R-5403)
REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)
RUN FOR COVER—OD—James Cagney, Viveca Lindfors, John Derek—Interesting outdoor drama has names to sell—93m.—see April 6 issue—(Technicolor)—(VistaVision). (5410)
SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B. (5402)
STRATEGIC AIR COMMAND—MD—James Stewart, June Allyson, Frank Lovejoy—Well made yarn of present-day air force—114m.—see April 6 issue—(Technicolor)—(VistaVision). (5425)
THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)
WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

TO BE REVIEWED OR IN PRODUCTION

ANYTHING GOES—Bing Crosby, Jeanmarie, Donald O'Connor—(Technicolor)—(VistaVision).
ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).
COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).
DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).
GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS). (5501)
LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).
ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).
SEVEN LITTLE FOYS, THE—Bob Hope, Angela Clarke, George Tobias—(Technicolor)—(VistaVision). (5413)
TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).
TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams — (Technicolor) — (VistaVision) — (Made in France)—(PS). (5502)
TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).
ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe). (5503)
VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVision).
WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS). (5414)
YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS). (5515)

RKO

(1953-54 releases from 401; 1954-55 releases from 501)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)
AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—B5m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)
BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names should help reissue—86m.—see April 20 issue. (574)
BRINGING UP BABY—C—Katharine Hepburn, Cary Grant, Charlie Ruggles—Reissue has names to help—102m.—see May 18 issue. (575)
CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ranald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)
EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue. (570)
ESCAPE TO BURMA—MD—Barbara Stanwyck, Robert Ryan, David Farrar—Average programmer has names ta help—B7m.—see April 20 issue—(Technicolor)—(SuperScope). (512)
HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 Issue—(Technicolor). (508)
I REMEMBER MAMA—CD—Irene Dunne, Barbara Bel Geddes, Phillip Dorn—Reissue should click—119m.—see May 18 issue. (576)
INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Reissue of film classic should do okeh—92m.—see April 20 issue. (573)
PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)
QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 ssue—(Color)—(Made in Guatemala). (510)
RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)
SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. B issue (Technicolor). (572)
TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m.—see March 9 issue. (507)
THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)
UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)
WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

BENGAZI—Richard Conte, Victor McLaglen, Mala Powers—(SuperScope).
BOY AND THE BULL, THE—Michel Ray, Fermin Rivera, Rodolpho Hoyos—(Technicolor)—(CinemaScope).
CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).
JET PILOT — John Wayne, Janet Leigh, J. C. Flippen — —119m.—(Technicolor)—(SuperScope).
PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—(Technicolor)—(Superscope).
PORTRAIT OF ALISON—Terry Moore, Robert Beatty, William Sylvester—(English-made).
SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—(Technicolor)—(Superscope)—(1.75-1)—Leg.: C. (513)
TENNESSEE'S PARTNER—Rhonda Fleming, John Payne, Ronald Reagan—(Technicolor)—(SuperScope).
TEXAS LADY—Claudette Colbert, Barry Sullivan, Gregory Walcott—(Technicolor)—(SuperScope).
TREASURE OF PANCHO VILLA, THE—Rory Calhoun, Shelley Winters, Gilbert Roland — (Technicolor) — (SuperScope)—(Mexican made).
WAKAMBA—Edgar M. Queeny African Documentary—(Technicolor). (514)

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

AFRICAN MANHUNT—MD—Myron Healey, Karen Booth, John Kellogg—For the lower half—65m.—see April 20 issue. (5430)
ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)
CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 Issue. (5326)
DAY TO REMEMBER, A—C—Joan Rice, Donald Sindon, Odile Versois, Stanley Holloway—Interesting art house offering—72m.—see May 18 issue—(English-made)—(Rank). (5433)
DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor). (5401)
ETERNAL SEA, THE—BIOD—Sterling Hayden, Alexis Smith, Dean Jagger—Good service film—103m—see April 20 issue. ( )
I COVER THE UNDERWORLD—MD—Sean McClory, Joanne Jordan, Ray Middleton—For the lower half—70m.—see May 4 issue. (5434)
ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue. (5310)
SANTA FE PASSAGE—OD—John Payne, Faith Domergue, Read Cameron—Okey frontiersmen vs. Indians entry—90m.—see May 18 issue—(Trucolor). (5404)
SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Darothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)
SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue. (5311)
SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-(made)—(Dubbed in English). (5312)
SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England). (5432)
TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor). (5402)
TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. B issue. (5309)
TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny Import—85m.—see Jan. 26 issue—(English-made). (5431)
TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 Issue—(Made in Scotland)—(Trucolor). (5313)
YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh for the lower half—B3m.—see March 23 issue—(Trucolor). (5403)

TO BE REVIEWED OR IN PRODUCTION

CITY OF SHADOWS—Victor McLaglen, Kathleen Crowley,
COME NEXT SPRING—Steve Cochran, Ann Sheridan, Sonny Tufts—(Trucolor).
DIVIDED HEART, THE—Cornell Borchers, Yvonne Mitchell, Armin Dahlen.
DON JUAN'S NIGHT OF LOVE—Raf Vallone, Silvana Pampanini, Michele Philippe.
DOUBLE JEOPARDY—Rod Cameron, Gale Robbins, Alison Hayes.
FLAME OF THE ISLAND—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).
GREEN BUDDHA, THE—Wayne Morris, Mary Germaine.
HEADLINE HUNTERS—Rod Cameron, Julie Bishop, Ben Cooper.
HOSTAGE, THE—Ray Milland, Mary Murphy—(Trucolor).
JAGUAR—Sabu, Chiquita, Barton MacLane.
LAST COMMAND, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).
LAY THAT RIFLE DOWN—Judy Canova, Robert Lowery.
MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany).
MAN TO MAN—Rod Cameron, Julie London, Ben Cooper.
MYSTERY OF THE BLACK JUNGLE—Lex Barker, Fiora Maxwell.
ROAD TO DENVER, THE—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).
TANGABUKU—Documentary—(Made in Africa)—(Cotlow).
TWINKLE IN GOD'S EYE—Mickey Rooney, Coleen Grey, Hugh O'Brian.
VANISHING AMERICAN, THE—Scott Brady, Audrey Totter, Forrest Tucker—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thamas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 Issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (424)
ADVENTURES OR SADIE, THE—C—Joan Collins, George Cole, Kenneth More, Hermione Gingold—Satisfactory British comedy for the art spots—88m.—see June 1 issue—Leg.: B—(Eastman Color)—English-made). (508)
ANGELA—MD—Dennis O'Keefe, Mara Lane, Rossane Brazzi—Okey programmer—81m.—see May 11 issue—(Filmed in Italy). (511)
BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue). (541)
BLACK 13—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 Issue—(English-made). (428)
BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope). (423)
BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope). (419)
CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422)
DADDY LONG LEGS—MUC—Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter—Entertaining entry headed for higher grosses—126m.—see May 11 Issue—(Color by De Luxe)—(CinemaScope). (515)
DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue). (542)
DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)
DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made). (429)
EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope). (420)
GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—BBm.—see Aug. 11 issue—Leg.: B—(Print by Technicolor). (417)
LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico). (506)
MAGNIFICENT MATADOR, THE—D—Maureen O'Hara, Anthony Quinn, Thomas Gomez—Entry has angles—94m.—see June 1 issue—Leg.: B—(Eastman Color)—(CinemaScope). (513)
MAN CALLED PETER, A—BID—Richard Todd, Jean Peters, Marjorie Rambeau—Highly inspirational film will need selling—119m.—see April 9 issue—(Color by DeLuxe)—(CinemaScope). (509)
OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue. (430)
OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color). (427)
PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 Issue—(Color)—(CinemaScope). (502)
RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—95m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)
RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War action meller—83m.—see July 28 issue—(Technicolor). (408)
SOLDIER OF FORTUNE—MD—Clark Gable, Susan Hayward, Michael Rennie—Adventure yarn has high potential—96m.—see June 1 issue—(Color by DeLuxe)—(CinemaScope)—(Made in Hong Kong). (514)

THAT LADY—MD—Olivia DeHavilland, Gilbert Roland, Francoise Rosey, Dennis Price—Costume meller will need plenty of push—100m.—see June 1 issue—(Print by Technicolor)—(CinemaScope)—(Made in Spain). (504)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (426)

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue. (540)

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Colorful entry has names and angles—111m. —see March 9 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (507)

VIOLENT SATURDAY—MD—Victor Mature, Richard Egan, Virginia Leith—Gangster entry has names and punch —90m.—see April 20 issue—(Color by DeLuxe)—(CinemaScope). Leg.: B. (510)

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

HOW TO BE VERY, VERY POPULAR—Betty Grable, Robert Cummings, Sheree North—(Color)—(CinemaScope).

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan — (Color) — (CinemaScope) — (Made in Japan). (516)

KING AND I, THE—Deborah Kerr, Yul Brynner, Dorothy Dandridge—(CinemaScope).

LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(Color)—(CinemaScope).

LIVING SWAMP, THE—Nature in the Okefenokee Swamp —(Color)—(CinemaScope). (512)

LOVE IS A MANY SPLENDORED THING—William Holden, Jennifer Jones, Gloria Grahame—(Color)—(CinemaScope).

SEVEN CITIES OF GOLD—Richard Egan, Anthony Quinn, Rita Moreno — (Color) — (CinemaScope) — (Made in Mexico).

SEVEN YEAR ITCH, THE—Marilyn Monroe, Tom Ewell (Color)—(CinemaScope).

TALL MEN, THE—Clark Gable, Jane Russell, Robert Ryan—(Color)—(CinemaScope)—(Made in Mexico).

VIEW FROM POMPEY'S HEAD, THE—Richard Egan, Dana Wynter.

VIRGIN QUEEN, THE—Bette Davis, Richard Todd, Herbert Marshall—(Color by DeLuxe)—(CinemaScope).

United Artists

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy) —(Figaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur)—(1.75-1).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import for art and specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BIG HOUSE U. S. A.—MD—Broderick Crawford, Ralph Meeker, Randy Farr—Okeh programmer—82m.—see March 23 issue—Leg.: B—(Schenck).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein)—(1.85-1).

BULLET FOR JOEY, A—MD—Edward G. Robinson, George Raft, Audrey Totter—Okeh programmer—85m.—see April 9 issue—(Bischoff-Diamond)—(1.85-1).

CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—Okeh programmer—83m.—see March 23 issue—(Joyce-Werker)—(1.75-1).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh programmer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1).

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug. 25 issue—(Color)—(World)—(1.75-1).

KISS ME DEADLY—MYMD—Ralph Meeker, Maxine Cooper, Paul Stewart—Mickey Spillane entry has angles—105m.—see May 4 issue—Leg.: B—(Parklane).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West)—(1.85-1).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).

MARTY—D—Ernest Borgnine, Betsy Blair, Esther Minciotti High rating heartwarming drama—89m.—See April 6 issue—(Hecht-Lancaster).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV)—(1.66-1).

PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—Well made interesting entry—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).

ROBBER'S ROOST—W—George Montgomery, Richard Boone, Sylvia Findlay—Okeh western—82m.—see May 18 issue—Leg.: B—(Eastman Color)—(Goldstein-Jacks).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).

SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—For the lower half or art spots—74m.—see Feb. 9 issue—(Technicolor)—(Made in India)—(Ferrin)—(1.75-1).

SEA SHALL NOT HAVE THEM, THE—MD—Michael Redgrave, Dirk Bogarde, Nigel Patrick—Fair entry for the art and specialty spots—91m.—(English-made)—(1-66-1)—(Angel).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lower half—80m.—see Nov. 3 issue—(Phoenix).

STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—Good program enrty—66m. —see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. B issue—(Bassler)—(1.75-1).

TIGER AND THE FLAME, THE—MD—Mehtab, Sohrab Modi, Mubarak—Interesting meller for the art spots—97m. —see May 18 issue—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—MD—Frank Lovejoy, Evelyn Keyes, Dale Robertson—Fair programmer—90m.—see May 4 issue—Leg.: B—(Baird-Foster).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meller has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor) —(Made in Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—B9m.—see Nov. 17 issue—(Technicolor) —(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALBERT, R. N.—Anthony Steel, Jack Warner, Robert Beatty—(Angel—(English-made).

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Technicolor)—(CinemaScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassour).

BIG BLUFF, THE—John Bromfield, Martha Vickers, Robert Hutton—(Wilder).

BIG KNIFE, THE—Jack Palance, Ida Lupino, Shelley Winters—(Aldrich).

DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(Bel-Air).

FORT YUMA—Peter Graves, Joan Vohs, John Hudson, Joan Taylor—(Technicolor)—(Bel-Air).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Rassler-Sale).

INDIAN FIGHTER, THE—Kirk Douglas, Walter Matthau, Elsa Martinelli—(Color)—(CinemaScope)—(Byrna).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster)

LAST MAN IN WAGON MOUND, THE—Clark Gable (Russ-Field).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Eastman Color)—(Wilcox).

MOBSTERS, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

NEWS IS MADE AT NIGHT—Dana Andrews, Rhonda Fleming—(Friedlob).

NIGHT OF THE HUNTER. THE—Robert Mitchum, Shelley Winters—Leg.: B—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—Leg.: B—(Kramer).

OTHELLO—Orson Welles, Susanne Cloutier, Michael MacLiammoir—(Welles)—(Made in Itoly).

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross)

STORM FEAR—Cornel Wilde, Dan Duryea, Jean Wallace—(Theodora).

SUMMERTIME—Katherine Hepburn, Rossano Brazzi, Isa Miranda—(Technicolor)—(Made in italy)—(Lopert).

TOWN TAMER, THE—Robert Mitchum, Jan Sterling —(Goldwyn, Jr.)

TRAPEZE—Burt Lancaster, Gina Lollobrigida—(Hecht-Lancaster).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C —Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue. (513)

ABBOTT AND COSTELLO MEET THE MUMMY—F—Bud Abbott, Lou Costello, Marie Windsor—For the juveniles and A and C fans—79m.—see May 4 issue. (526)

AIN'T MISBEHAVIN'—CMU—Rory Calhoun, Piper Laurie, Jack Carson—Fair programmer—81½m.—see June 1 issue—Leg.: B—(Technicolor). (529)

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor). (501)

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor). (CinemaScope)—(429)—(regular 432)

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—Interesting costume meller—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor) —(CinemaScope) (517)

CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—Satisfactory horror show for the program—82m.—see March 23 issue—(523).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)

DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B (508)

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor). (511)

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (4B6)

LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Noel Purcell—Okeh programmer or art house entry—82m. —see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank) (509)

LOOTERS, THE—MD—Roray Calhoun, Julie Adams, Ray Danton—Good programmer—87m.—see April 20 issue. (524)

MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see March 9 issue. (519)

MAN FROM BITTER RIDGE, THE—W—Lex Barker, Mara Corday, Stephen McNally—Okeh western—80m.—see April 20 issue—(Eastman color). (525)

MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beat outdoor action entry has the angles—89m.—see March 9 issue—(Technicolor). (520)

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)

REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, John Bromfield—Meller has angles, especiall in 3-D—82m.—see March 23 issue. (3-D; 521); (2-D; 522).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m. —see Nov. 3 issue—(1.85-1). (504)

SHRIKE, THE—D—Jose Ferrer, June Allyson, Kendall Clark —Psychological drama has angles—88m.—see May 18 issue.

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor). (CinemaScope—505)—(regular—506)

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 issue—(Technicolor). (516)

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor). (507)

THIS ISLAND EARTH—SFD—Jeff Morrow, Faith Domergue, Rex Reason—Good programmer—87m.—see April 6 issue—(Technicolor). (527)

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor). (503)

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

AWAY ALL BOATS—Jeff Chandler, George Nader, Julie Adams—(Technicolor)—(VistaVision)—(Made in Virgin Islands).

FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jan Sterling.

FOXFIRE—Jeff Chandler. Jane Russell, Dan Duryea—Leg.: B—(Technicolor). (528)

FRANCIS IN THE NAVY—Donald O'Connor, Martha Hyer, Jim Backus.

KETTLES IN THE OZARKS, THE—Marjorie Main, Arthur Hunnicutt, Una Merkel.

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor).

LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor).
ONLY YESTERDAY, A—Rock Hudson, Cornell Borchers, George Sanders—(Technicolor).
PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest—(Technicolor).
PURPLE MASK, THE—Tony Curtis, Colleen Miller, Daniel O'Herlihy—(Technicolor)—(CinemaScope). (530)
RAWHIDE YEARS, THE—Tony Curtis, Colleen Miller, Arthur Kennedy—(Technicolor).
SECOND GREATEST SEX, THE—Jeanne Crain, George Nader, Bert Lair—(Technicolor)—(CinemaScope).
SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).
THERE'S ALWAYS TOMORROW—Barbara Stanwyck, Fred MacMurray, Joan Bennett.
TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman High rating Marine yarn—149m.—see Feb. 9 issue—WarnerColor)—(CinemaScope). (411)
BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)
BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn. Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(1.85-1). (402)
DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(1.85-1).
DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)
DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)
EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)
JUMP INTO HELL—ACD—Jack Sernas, Kurt Kasznar, Arnold Moss—Rugged war entry should do okeh in action spots as programmer—93m.—see April 6 issue. (410)
MISTER ROBERTS—C—Henry Fonda, James Cagney, Jack Lemmon—High rating—123m.—see June 1 issue—Leg.: B—(WarnerColor)—(CinemaScope). (418)
NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: B. (413)
SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue. (406)
SEA CHASE, THE—MD—John Wayne, Lana Turner, Tab Hunter—Interesting meller has names and entertainment angles—117m.—see May 18 issue—Leg.: B—(WarnerColor)—(CinemaScope). (416)
SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope). (408).
STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope). (403)
STRANGE LADY IN TOWN—MD—Greer Garson, Dana Andrews, Cameron Mitchell—Entertaining entry needs sales push—112m.—see Apr. 20 issue—(WarnerColor)—(CinemaScope). (415)
TALL MAN RIDING—W—Randolph Scott, Dorothy Malone, Peggie Castle—Okey western—83m.—see May 18 issue—(WarnerColor). (417)
TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)
UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue. (412)
YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Irwin Allen Nature documentary—(Technicolor).
BLOOD ALLEY—John Wayne, Lauren Bacall—(WarnerColor)—(CinemaScope)—Leg.: B.
DAM BUSTERS, THE—Richard Todd, Michael Redgrave—(English-made). (420)
DARKEST HOUR, THE—Alan Ladd, Joanne Dru, Edward G. Robinson—(WarnerColor)—(CinemaScope).
HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).
I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.
HANDFUL OF CLOUDS, A—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).
LAND OF THE PHARAOHS—Jack Hawkins, Luisella Boni, Dewey Martin—(Print by Technicolor)—(CinemaScope) (Made in Egypt and Italy). (419)
McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).
MIRACLE IN THE RAIN—Van Johnson, Jane Wyman, Alan King.
MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made In Wales).
PETE KELLY'S BLUES—Jack Webb, Peggy Lee, Edmond O'Brien—(Print by Technicolor)—(CinemaScope).
REBEL WITHOUT A CAUSE—James Dean, Natalie Wood, O'Brien—(WarnerColor)—(CinemaScope).
RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).
TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

BLONDE PICK-UP, THE—Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell—Exploitation film for the duallers—57m.—see April 6 issue—(Globe Roadshows).
CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. B issue—(Color)—(Made In Africa)—(Bregstein).
CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stanley-Warner Cinerama).
DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).
DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—For the lower half—69m.—see March 23 issue—(Beverly).
DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).
DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 Issue—(Technicolor)—(Selznick).
FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 Issue—(American Releasing Corp.).
FIVE GUNS WEST—W—John Lund, Dorothy Malone, Touch Connors—Better than average western—78m.—see May 4 issue—(PatheColor)—(American Releasing Corp.).
FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).
GANGBUSTERS — MD — Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).
GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).
HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m —see Sept. 22 issue—(Hallmark).
JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves For the lower half—70m.—see Jan. 12 issue—(Howco).
JAMBOREE—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).
KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—Leg.: C—(Made in Africa)—(Hallmark).
KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).
MAMBO BURLESK—BUR—Rita Ravell, Misty Ayers, Mitzi Doerre—Satisfactory for burlesque spots—52m.—see June 1 issue—(Mishkin).
MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).
NAUGHTY NEW ORLEANS—MUC—Julianne, Allouette, Montmarte Kitty—Satisfactory entry for spots that can play it—63m.—see May 18 issue—(Eastman color)—(Union).
TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).
THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 Issue—(Technicolor)—(released by various distributors in exchange areas as a public service).
UNCOVER GIRLS—BUR—Gilda—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).
VARIETEASE—BUR—Lilli St. Cyr—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).
WEDDING NIGHT FROLICS—BUR—Lili St. Cyr—Fair burlesque entry—66m.—Partly in color—(Union).

English Films

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).
DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 Issue—(English-made)—(Screencraft).
CHANCE MEETING—D—Odile Versois, David Knight, Joseph Tomelty—Interesting programmer for English spots—94m.—see May 18 issue—(English-made)—(Pacemaker).
DEVIL GIRL FROM MARS—SFD—Hugh McDermott, Hazel Court, Peter Reynolds—Science-fiction import for the lower half—77m.—April 6 issue—(English-made)—(Spartan).
EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).
FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots—75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).
FRIONT PAGE STORY—MD—Jack Hawkins, Elizabeth Allen, Eva Bartok—Fair meller for the art spots—95m.—see May 18 issue (English made)—(Associated Artists).
FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m.—see Jan. 26 issue—(English-made)—(Associated Artists).
GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford) .
GREEN SCARF, THE — MYD — Michael Redgrave, Kleron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).
HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).
INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).
INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).
JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Nell Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).
LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).
MIDNIGHT EPISODE—MYC—Stanley Holloway, Leslie Dwyer, Meredith Edwards—Entertaining entry for the art spots—78m.—see June 1 issue—(English-made)—(Fine Arts).
OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).
PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).
RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing Import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).
SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Camedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).
STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).
TO PARIS WITH LOVE—C—Alec Guinness, Odile Versois, Vernon Gray—Guinness draw makes this an art house natural with possibilities elsewhere—78m.—see May 18 issue—(Technicolor)—(English-made)—(Continental).
THREE CASES OF MURDER—MD—Emrys Jones, John Gregson, Colette Wilde—Off beat three part melodrama for art spots—99m.—see May 18 issue—(English made)—(Associated Artists).
WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 Issue—(English-made)—(Eastman color)—(BIS).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).
ANNA CROSS, THE—D—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).
ASCENT TO HEAVEN—CD—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Class-Mohme).
BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galina Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).
BRIDE WITH A DOWRY—CD—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).
CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).
CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).
COMPANIONS OF THE NIGHT—D—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).
CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).
DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).
DESIRES—D—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).
DESPERATE DECISION—D—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).
FOUR WAYS OUT—MD—Gina Lollobrigida—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).
FRENCH TOUCH, THE—C—Fernandel—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).
GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better Imports—108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GATE OF HELL—D—Mochiko Kyo, Kazue Hosegawa, Isoo Yomogoto—Outstanding entry for the art spots—89m.—See April 20 issue—(Joponese mode)—(English titles)—(Eostmon color)—(Harrison).

GRAN VARIETA—CDMU—Vittorio De Sica, Leo Podovani, Nico Pepe—Okeh import for art spots—102m.—see June 1 issue—(Italion-mode)—(English titles)—(Color)—(Continentol).

HALF A CENTURY OF SONGS—MU—Silvano Pampanini, —Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferroniacolor)—(Italian-mode)—(English titles)—(Continentol).

HAMIDO—MD—Hoda Soulton, Forid Chowky, Tahia Carioco—Import has selling angles and novelty—122m.—see June 1 issue—(Egyption-mode)—(English title)—(Gould).

HEARTBREAK RIDGE—DOC—Well-made Korean war documentory for art spots—Produced by Rene Risacher; directed by Jacques Dupont—86m.—see May 18 issue—(French made)—(English titles ond narration)—(Eastmon color)—(Stereophonic sound and Perspectascope)—(Tudor).

HOLIDAY FOR HENRIETTA—C—Dony Robin, Hildegarde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue — (French-mode) — (English titles) — Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narrotion written by Felix Doherty; norroted by Raymond Burr—78m.—see March 9 issue—(Technicolor)—(Itolian-Mode)—(BuenaVista through vorious franchise holders).

IMPOSTER, THE—MD—Joponese cost—Okeh Oriental Import for the art houses—89m.—see April 6 issue—(Japanese-mode)—(English titles)—(Brandon).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English norration)—(Artkino).

MERRY-GO-ROUND—CD—Fair import for art spots and German language houses—100m.—see April 20 issue—(Germon made)—(English titles)—(Casino).

NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Froncoise Rosoy—Okeh for the art spots—96m.—see Morch 9 issue—(Filmed in Canada)—(Associated Artists).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jocobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times)—Leg.: C.

PARIS INCIDENT—CD—Fine import for the art and class spots — 90m. — see July 28 issue — (French-made)—(English titles)—(Dovis).

PRINCESS CINDERELLA—FAN—Should appeal most to juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).

SIDE STREET STORY—D—Toto—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SKANDERBEG—HISD—Historical action drama for Russian spots — 95m. — see July 28 issue — (Russian-made) — (English titles)—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulonova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

TRUE AND THE FALSE, THE—D—Signe Hasso—Satisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English diologue)—(Helene Davis).

TRUE FRIENDS—CD—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Good Japanese film for the art spots—96m.—see Oct. 6 Issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Superior import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Two Reel COMEDIES			
		ALL-STAR (6)			
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933
7415	(Apr. 28)	Scratch, Scratch, Scratch (Clyde)	F	16m.	3966
7416	(June 9)	Nobody's Home (Quillanevernon)			
		ASSORTED FAVORITE REPRINTS (6)			
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933
7426	(Moy 5)	Hiss and Yell (Vague)			
		COMEDY FAVORITE RE-RELEASES (6)			
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)	G	18m.	3953
7435	(Apr. 21)	Ready Willing But Unable (Brendel)	F	16m.	3959
7436	(June 16)	Training For Trouble (Schilling & Lane)			
		SERIALS (4)			
7120	(Nov. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933
7160	(June 9)	Adventures of Captain Africa			
		THE THREE STOOGES (8)			
7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jon. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hosh	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse	F	16m.	3953
7407	(Apr. 14)	Bedlam in Paradise	F	16m.	3959
7408	(June 2)	Stone Age Romeos			
		CANDID MICROPHONES (Reissues)			
7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934
7555	(June 2)	Series 2, No. 2			
		COLOR FAVORITES (18) (Technicolor) (Reissues)			
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber	G	6m.	3947
7610	(Apr. 7)	Treasure Jest	G	6½m.	3955
7611	(Apr. 21)	Picnic Panic	F	6m.	3966
7612	(May 12)	Mother Hubba-Hubba Hubbard			
7613	(June 2)	Kukunuts			
7614	(June 23)	Scary Crows			
		MR. MAGOO (4) (Technicolor)			
7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926
7703	(May 19)	Magoo Express	G	6m.	3966
7704	(June 23)	Madcap Magoo			
		MR. MAGOO SPECIAL (Technicolor) (CinemaScope)			
7509	(Jan. 6)	When Magoo Flew	E	7m.	3857
		(1954-55) MUSICAL SPECIAL (1)			
7999	(Sept. 2)	Autumn In Rome	G	8m.	3843
		SCREEN SNAPSHOTS (10)			
7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7353	(Nov. 18)	Hollywood Cowboy Stars	F	10½m.	3947
7854	(Dec. 16)	Hollywood Life	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers	F	10m.	3959
7858	(May 5)	Hollywood Plays Golf			
7859	(June 16)	Hollywood Beauty			
		THRILLS OF MUSIC (6) (Reissues)			
7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys.	G	10½m.	3900
7954	Feb. 10)	Tony Pastor and Orch.	G	10m.	3934
7955	(Apr. 10)	Elliott Lawrence & Orch.	G	10m.	3974
7956	(June 9)	Ray Eberle & Orch.			
		UPA ASSORTED CARTOONS (4) (Technicolor)			
7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spore That Child	E	6½m.	3926
7503	(Mor. 24)	Four Wheels No Brakes	E	6½m.	3955
7504	(May 19)	Baby Boogle	E	7m.	3966
		WORLD OF SPORTS (10)			
7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskins	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise	F	9m.	3967
7808	(Apr. 28)	Barking Champs	G	9m.	3967
7809	(June 2)	Sun Sports			

MGM

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		TWO REEL SPECIAL			
		MGM's 1955 Motion Picture Celebration	G	18m.	3933
		One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)			
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W-639	(Nov. 13)	Downhearted Duckling	G	7m.	3973
W-640	(Dec. 4)	Dixieland Droopy (TA)	E	8m.	3973
W-641	( )	Field and Screom	G	7m.	3973
W-642	( )	Mouse For Sale	F	7m.	3973
		CINEMASCOPE CARTOONS (4) (Technicolor)			
C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)	G	7m.	3947
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)	F	7m.	3947
		FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)			
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	3955
		GOLD MEDAL REPRINT CARTOONS (8)			
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
W-662	(Jan.)	Part Time Pal	G	7m.	3900
W-662	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
W-664	(Feb.)	Dr. Jekyll and Mr. Mouse	G	8m.	3947
W-645	(Mar.)	Salt Water Tabby	F	7m.	3947
		PETE SMITH SPECIALTIES (18)			
S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)	G	9m.	3934
	(Jan.)	The Man Around The House	F	9m.	3919
	(Feb.)	Keep Young	F	9m.	3866
	(Mar.)	Sports Trix	G	9m.	3926
	(Apr.)	Just What I Needed	F	9m.	3947
	( )	Global Quiz (Color)	G	10m.	3967

Paramount

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		SPECIAL (Technicolor)			
T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933
		CARTOON CHAMPIONS (6) (Technicolor) (Reissues)			
S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842
		CASPER CARTOONS (6) (Technicolor)			
B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek	G	7m.	3947
B14-4	(Mar. 4)	Keep Your Grin Up	G	6m.	3955
B14-5	(May 27)	Spooking With A Brogue	F		
B14-6	(July 15)	Bull Fright			
		GRANTLAND RICE SPORTLIGHTS (12)			
R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	3947
R14-7	(Apr. 8)	Baseball's Acrobatic Age		9m.	
R14-8	(Moy 13)	Tumbling Jamboree			
R14-9	(June 10)	High Score Bowling			
R14-10	(July 1)	San Fernando Saddle Champs			
		HEADLINER CHAMPIONS THRILLS (6) (Reissues)			
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843
		HERMAN AND CATNIP CARTOONS (4) (Technicolor)			
H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood	G	7m.	3947
H14-3	(Apr. 8)	A Bicep Built For Two		7m.	
		NOVELTOONS (6) (Technicolor)			
P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	3947

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
P14-4	(Mar. 25)	Git Along Lil' Duckie		7m.	
P14-5	(June 10)	News Hound			
P14-6	(July 8)	Pop Goes The Weasel			
		PACEMAKERS (6)			
K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	G	10m.	3947
K14-4	(May 20)	Five Hundred Horses			
K14-5	(June 3)	Florida Aflame			
K14-6	(June 17)	Walk In The Deep			
		POPEYE CARTOONS (8) (Technicolor)			
E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags	E	7m.	3946
E14-4	(Feb. 11)	Nurse To Meet Ya	G	6m.	3955
E14-5	(Mar. 11)	Penny Antics		8m.	
E14-6	(May 20)	Beaus Will Be Beaus			
E14-7	(May 27)	Gift Of Gag			
		TOPPERS (6)			
M14-1	(Nov. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore	G	10m.	3947
M14-5	(Apr. 15)	Let's Look At The Birds			
M14-6	(Apr. 22)	Pick A Pet			
		VISTAVISION SPECIAL Paramount Presents VistaVision	G	20m.	3933
V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
V14-2	(Apr. 29)	Vistavision Visits Mexico	E	17m.	3966
V14-3	(May 27)	Vistavision Visits The Sun Trails			
	(June)	VistaVision Visits Hawaii			
	(July)	VistaVision Visits Japan			

RKO

Two Reel

EDGAR KENNEDY REISSUES (6)

53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880
		LEON ERROL REISSUES (6)			
53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880
		RAY WHITLEY REISSUES (2)			
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842
		RKO-PATHÉ SPECIALS (8)			
53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers	E	15½m.	3953
53107	(May 6)	Operation Icecap	G	19m.	3966
53108	(June 10)	The Future Is Now			
		SPORT SPECIALS (2)			
53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(Apr. 15)	Basketball Highlights		15m.	
		MY PAL REISSUES (2)			
53201	(Oct. 8)	I Pound A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842
		THEATRE OF LIFE			
53301	(June 17)	Devil Take Us		21m.	
		One Reel **SCREENLINERS (13)**			
54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
54208	(Apr. 1)	Bush Doctor	G	11m.	3967
54209	(Apr. 29)	Inland Seas	G	11m.	3967
54210	(May 27)	Staff Of Life	G	8m.	3967
54211	(June 24)	Rest Assured	F	8m.	3967
54212	(July 22)	Safety Is Their Business		9m.	
		SPORTSCOPES (13)			
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mar. 18)	Here's Hockey	G	10m.	3939
54309	(Apr. 15)	Jai Alai	F	8m.	3967
54310	(May 13)	Everglade Posse	F	8m.	3967
54311	(June 10)	Downhill Yachts		8m.	
		WALT DISNEY CARTOONS (3) (Technicolor)			
		(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)			
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	39 6
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54107	(Apr. 1)	Blame It On The Samba	G	6m.	3953
54108	(Apr. 22)	Chip An' Dale	G	7m.	3966
54109	(May 13)	Pedro	G	8m.	3973
54110	(June 10)	El Gaucho Goofy	G	8m.	3973
54111	(June 24)	Aquerela Do Brasil		8m.	

Republic

SERIALS (4)

5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again	G	13ep.	3953
5485	(June 27)	King Of The Carnival			
		One Reel **THIS WORLD OF OURS (6)** (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand	G	10m.	3973
5387	(Dec. 15)	Bali		9m.	
5388	(Mar. 1)	Venezuela		9m.	

20th Century-Fox

CINEMASCOPE SPECIALS (Color)

7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	( )	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Mar.)	Tuna Clipper Ship (Tech.)	E	18m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	13m.	3918
7506	(Apr.)	Land Of The Nile (Color)			
7507	(May)	Tears Of The Moon (Color)	E	10m.	3973
7508	(Apr.)	Isles Of Lore (Color)			
7509	(May)	Punts And Stunts (Color)			
7510	(Mar.)	Pageants And Pastimes (Color)	F	13m.	3967
7511	(Apr.)	Colorado Holiday (Color)		9m.	
7512	(May)	Children Of The Sun (Color)		7m.	
7513	(May)	Clear The Bridge (Color)			
		One Reel **SEE IT HAPPEN (6)**			
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort In Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort In Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
5505	(Feb.)	Terry Beors In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland	F	6m.	3946
5504	(Feb.)	Swooning The Swooners	G	7m.	3955
5506	(Mar.)	Gandy Goose In It's All In The Stars	G	7m.	3959
5508	(Apr.)	The Two-Headed Giant	F	7m.	3967

United Artists

SPORTS SPECIAL

		Marciano-Charles Fight	G	21m.	3848
		Marciano-Cockell Fight	G	21m.	3973

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Show	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informal	G	16m.	3925
1307	(May 16)	Girl Time			
1308	(June 20)	Webb Pierce And His Wonderin' Boys	F	16m.	3973
		SPECIALS			
1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893
		(1954-55)			
1300	(Mar. 15)	A World Of Beauty	G	17m.	3925
		One Reel **VISTARAMA SPECIAL** (CinemaScope and other aspect ratios) (Eastman Color)			
	(Nov.)	Speed Sub-Zero	G	9½m.	3874
	(Mar. 28)	Fortress Of Freedom (Tech) (SS)	E	10m.	3967
		COLOR PARADES			
1381	(Feb. 28)	Dust Eaters	E	9½m.	3947
1382	(Mar. 21)	Moose Country	F	9½m.	3967
1383	(Apr. 25)	White Magic	G	9m.	3967
		WALTER LANTZ CARTUNES (13) (Technicolor)			
1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Shelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
1326	(May 9)	Private Eye Pooch	G	6m.	3947
1327	(June 6)	Sh-h-h-h	E	6m.	3966
1328	(July 4)	Bedtime Bedlam	G	6m.	3973
		WALTER LANTZ CARTUNES (Reissues)			
1351	(Feb. 21)	The Band Master	G	7m.	3946
1352	(Mar. 28)	The Mad Hatter	G	7m.	3955
1353	(Apr. 25)	Bonquet Busters	G	7m.	3959
		VARIETY VIEWS			
1341	(Dec. 27)	Trouble Bruin	G	9m.	3926
1342	(Jan. 31)	Little Lost Scent	F	9m.	3947
1343	(Apr. 11)	Whatever Goes Up	G	9m.	3967

Warners

SPECIALS (12) (Technicolor)

2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull	E	17m.	3933
2007	(Mar. 5)	Mississippi Traveler (Warner Color)	E	17m.	3946
2008	(Apr. 9)	Old Hickory	E	17m.	3966
2009	(Aug. 13)	Festival Days			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		CLASSICS OF THE SCREEN (6)			
2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young	E	17m.	3953
2105	(May 28)	At The Stroke of Twelve			
2106	(July 2)	The Glory Around Us			
2110	(May 28)	Wave Of The Flag			
2111	(June 18)	The Adventure of Alexander Selkirk			
2112	(July 16)	Uranium Fever			
		One Reel BLUE RIBBON HIT PARADES (12) (Reissues) (Technicolor)			
2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Oproar	F	7m.	3939
2307	(Feb. 26)	You Were Never Duckier	G	7m.	3947
2308	(Apr. 2)	House Hunting Mice	F	7m.	3966
2309	(Apr. 23)	Crowing Pains	F	7m.	3966
2310	(June 4)	Hop, Look, And Listen			
2311	(June 25)	Tweety Pie			
2312	(July 23)	Goofy Gophers			
2313	(Aug. 20)	What's Brewin' Bruin			
		BUGS BUNNY SPECIALS (8) (Technicolor)			
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m.	3933
2726	(Mar. 26)	Sahara Hare	G	7m.	3947
2727	(May 7)	Hare Brush			
2728	(June 11)	Rabbit Rampage			
2729	(July 9)	This Is A Life?			
2730	(Aug. 27)	Hyde And Hare			
		JOE McDOAKES COMEDIES (6)			
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Want To Be A Gladiator	F	10m.	3947
2405	(May 7)	So You Want To Be On A Jury			
2406	(Aug. 27)	So You Want A Model Railrood			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
2806	(Apr. 16)	The Playgirls	G	10m.	3967
		MERRIE MELODIES (22) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Word Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up	F	7m.	3933
2712	(Feb. 26)	Stork Naked	G	7m.	3933
2713	(Mar. 12)	Lighthouse Mouse	G	7m.	3947
2714	(Apr. 2)	Sandy Claws	G	7m.	3966
2715	(Apr. 16)	The Hole Idea	E	7m.	3966
2716	(Apr. 30)	Ready, Set, Zoom	G	7m.	3966
2717	(May 21)	Past Perfumance			
2718	(June 4)	Tweety's Circus			
2719	(June 25)	Lumber Jerks			
2720	(July 23)	Double Or Mutton			
2721	(Aug. 6)	Jumpin' Jupiter			
2722	(Aug. 20)	A Kiddie's Kitty			
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m.	3934
2506	(Mar. 19)	Football Royal	G	10m.	3967
2507	(May 21)	Riviera Revelries			
2508	(Apr. 23)	Rocky Mountain Big Game	F	10m.	3967
2509	(July 9)	Italian Holiday			
2510	(Aug. 6)	Aqua Queens			
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days	G	10m.	3947
2605	(Apr. 30)	Fire, Wind, Flood	E	9m.	3967
2606	(June 18)	Some Of The Greatest			
2607	(July 30)	Gadgets Galore			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Miscellaneous			
		Alien Orders (COI)	F	10m.	3857
		Barber Of Seville, The (Color) (Filmeco)	G	26m.	3959
		Chevalier de Menilmontant (Burstyn)	G	14m.	3873
		Churchill, Man Of The Century (BIS)	G	20m.	3953
		Composers In Clay (United World)	G	22m.	3856
		For Peace and Friendship (Color) (Artkino)	F	39m.	3887
		Formosa: The Guarded Island (Film Renters)	G	18m.	3953
		Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
		Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
		Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
		Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
		Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
		Lesson In Anatomy, A (IFE)	F	11m.	3849
		Lost Paradise, The (Pictura)	G	11m.	3857
		Miracle in Music, A (American)	G	8m.	3900
		Moving Spirit, The (Tech) (Kingsley-Int.)	E	17m.	3953
		Mystery Of Leonardo, The (IFE)	F	10m.	3848
		New Van Gogh, The (IFE)	G	15m.	3856
		Paul Gauguin (Pictura)	G	13m.	3848
		Queen's Colors, The (McDonald)	E	17m.	3918
		Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
		Romantic Youth (Burstyn)	F	15m.	3865
		Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
		Siam (Buena Vista) (Technicolor)	E	32m.	3918
		Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
		Story of Light, The (Color) (Bondy)	E	9m.	3866
		Switzerland (Technicolor) (Cinema-Scope) (Buena Vista)	E	32m.	3959
		Third Avenue El (Color) (Ardee)	F	12m.	3973
		Thursday's Children (BIS)	E	20m.	3953
		USSR Today No. 19 (Artkina)	F	12m.	3844
		USSR Today No. 24 (Artkino)	F	19m.	3874
		World of Life, The No. 11 (Meadow)	G	16m.	3873
		World of Life, The No. 7 (Meadow)	G	16m.	3873
		World Of Life, The, No. 10 (Meadow)	G	16m.	3933
		World of Life, The No. 13 (Meadow)	F	16m.	3873
		World of Life, The No. 15 (Meadow)	G	15m.	3873

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MAY	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**	**MAY**
Las Vegas Shakedown D. O'Keefe, C. Grey **Skabenga** Jungle Documentary	**The End Of The Affair** D. Kerr, V. Johnson, J. Mills **Tight Spot** G. Rogers, E. G. Robinson, B. Keith **Cell 2455, Death Row** W. Campbell, M. Carr, R. Campbell **Seminole Uprising** G. Montgomery, K. Booth (Technicolor)	**Air Strike** R. Denning, G. Jean, D. Haggerty **Phantom Of The Jungle** J. Hall, R. Montgomery, A. Gwynne	**The Prodigal** L. Turner E. Purdom, L. Calhern (Eastman Color) (CinemaScope) **The Marauders** D. Duryea, J. Richards, K. Wynn (Eastman Color) (Print by Technicolor)	**Strategic Air Command** J. Stewart, J. Allyson (Technicolor) (VistaVision)	**Bringing Up Baby** **I Remember Mama** (Reissues) **Quest For The Lost City** D. and G. Lamb (Made in Guatemala) (Color)	**Santa Fe Passage** J. Payne, F. Domergue, R. Cameron (Trucolor) **The Eternal Sea** S. Hayden, A. Smith, D. Jagger **Don Juan's Night Of Love** R. Valcone, S. Pampanini	**Daddy Long Legs** F. Astaire, L. Caron, T. Moore (Color) (CinemaScope) **That Lady** O. DeHavilland, G. Roland, D. Price (Color) (CinemaScope) (Made in England) **The Adventures Of Sadie** J. Collins, K. More, G. Cole (Color)	**The Tiger and The Flame** Mehtab (Made in India) (Technicolor) (Modi) **Kiss Me Deadly** R. Meeker, P. Stewart, C. Leachman (Parklane) **Robbers' Roost** G. Montgomery, R. Boone, S. Findley (Color) (Made in Mexico) (Goldstein) **Top Of The World** R. Robertson, F. Lovejoy, E. Keyes (Baird-Foster)	**Revenge Of The Creature** J. Agar, L. Nelson, J. Bromfield (3-D and 2-D) **Cult Of The Cobra** R. Domergue, R. Long, M. Thompson **The Looters** R. Calhour, J. Adams, T. Gomez	**Jump Into Hell** J. Sernas, K. Kasznor, **A. Moss** **Strange Lady In Town** G. Garson, D. Andrews, C. Mitchell (WarnerColor) (CinemaScope)
JUNE	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**
Finger Man F. Lovejoy, P. Castle **Lord Of The Jungle** J. Sheffield, W. Morris, N. Gates	**A Prize Of Gold** R. Widmark, M. Zetterling, N. Patrick (Technicolor) **5 Against The House** G. Madison, K. Novak, B. Keith **The Petty Girl** **They All Kissed The Bride** (Reissues)	**King Dinosaur** B. Bryant, W. Curtis	**Love Me Or Leave Me** D. Day, J. Cagney (Technicolor) (CinemaScope) **Moonfleet** S. Granger, V. Lindfors, G. Sanders (Eastman Color) (CinemaScope)	**The Far Horizons** F. MacMurray, C. Heston, D. Reed (Technicolor) (VistaVision) **Hell's Island** J. Payne, M. Murphy, F. L. Sullivan (Technicolor) (VistaVision)	**Son Of Sinbad** D. Robertson, S. Forrest, V. Price, L. St. Cyr (Technicolor) (SuperScope) **Wakamba** E. M. Queeny African Documentary (Technicolor) **The Big Street** (Reissue)	**Flame Of The Island** Y. DeCarlo, C. Thompson, R. Gam (Trucolor) **The Green Buddah** W. Morris, M. Germaine **Double Jeopardy** R. Cameron, G. Robbins	**The Magnificent Matador** M. O'Hara, A. Quinn (Technicolor) (CinemaScope) **Soldier Of Fortune** C. Gable, S. Hayward (Color) (CinemaScope) (Made in Hong Kong) **The Seven Year Itch** M. Ronroe, T. Ewell (Color by DeLuxe) (CinemaScope)	**The Big Bluff** J. Bromfield, M. Vickers, (Wilder) **The Sea Shall Not Have Them** M. Redgrave, D. Bogarde, (English-made) (Angel) **Summertime,** K. Hepburn, R. Brazzi, (Technicolor) (Made in Italy) (Lopert) **Albert, R. N.** A. Steel, J. Warner (English-made) (Angel)	**This Island Earth** J. Morrow, F. Domergue, R. Reason (Technicolor) **Abbott and Costello Meet The Mummy** B. Abbot, L. Costello, M. Windsor **The Man From Bitter Ridge** L. Barker, M. Corday, S. McNally (Eastman Color)	**The Sea Chase** J. Wayne, L. Turner, D. Farrar (WarnerColor) (CinemaScope) **Tall Man Riding** R. Scott, D. Malone, P. Castle (WarnerColor)
JULY	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**
Wichita J. McCrea, V. Miles, L. Bridges **Case Of The Red Monkey** R. Conte, R. Anderson, R. Napier (English-made) **Spy Chasers** L. Gorcey, H. Hall, L. Davis		**The Lonesome Trail** W. Morris, J. Agar, M. Dean, E. Buchanan	**Interrupted Melody** E. Parker, G. Ford (Eastman Color) (CinemaScope) **The Cobweb** L. Bacall, C. Boyer, R. Widmark (Eastman Color) (CinemaScope) **The Wizard Of Oz** Re-issue	**The Seven Little Foys** B. Hope, A. Clark/ G. Tobias (Technicolor) (VistaVision)		**The Road To Denver** J. Payne, M. Freeman, L. J. Cobb (Trucolor) **City of Shadows** V. McLaglen R. Crowley	**A Life In The Balance** R. Montalban, A. Bancroft, L. Marvin (Made in Mexico) **The Living Swamp** Okenfenokee Swamp nature study (Color) (CinemaScope) **How To Be Very, Very Popular** B. Grable, R. Cummings, S. North (Color) (CinemaScope) **House Of Bamboo** R. Stack, S. Yamaguchi, R. Ryan (Color) (CinemaScope) (Made in Japan)	**Othello** O. Welles, S. Cloutier, M. MacLiammoir (Made in Europe) (Welles)	**Ain't Misbehavin'** R. Calhoun, P. Laurie, J. Carson (Technicolor) **Foxfire** J. Chandler, J. Russell, D. Duryea (Technicolor) **The Purple Mask** T. Curtis, C. Miller, D. O'Herlihy (Technicolor) (CinemaScope)	**Land Of The Pharaohs** J. Hawkins, J. Collins (WarnerColor) (CinemaScope) **The Dam Busters** R. Todd, R. Redgrave (English made) **Mister Roberts** H. Fonda, J. Cagney, B. Palmer (WarnerColor) (CinemaScope)

OBSERVATIONS

June 14—Flag Day
19—Father's Day
July 4—Independence Day

MOON PHASES

	1 Quater	2 Full	3 Last	4 New
JUNE	26	5	13	19
JULY	26	5	12	19

FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell

Mickey Spillane's

latest sizz
is his greate

TOPS IN
THRILLS!
TOPS IN
SUSPENSE
AND TOPS
BOXOFFIC

PARKLANE PICTURES, Inc. Presents

KISS ME DEADLY

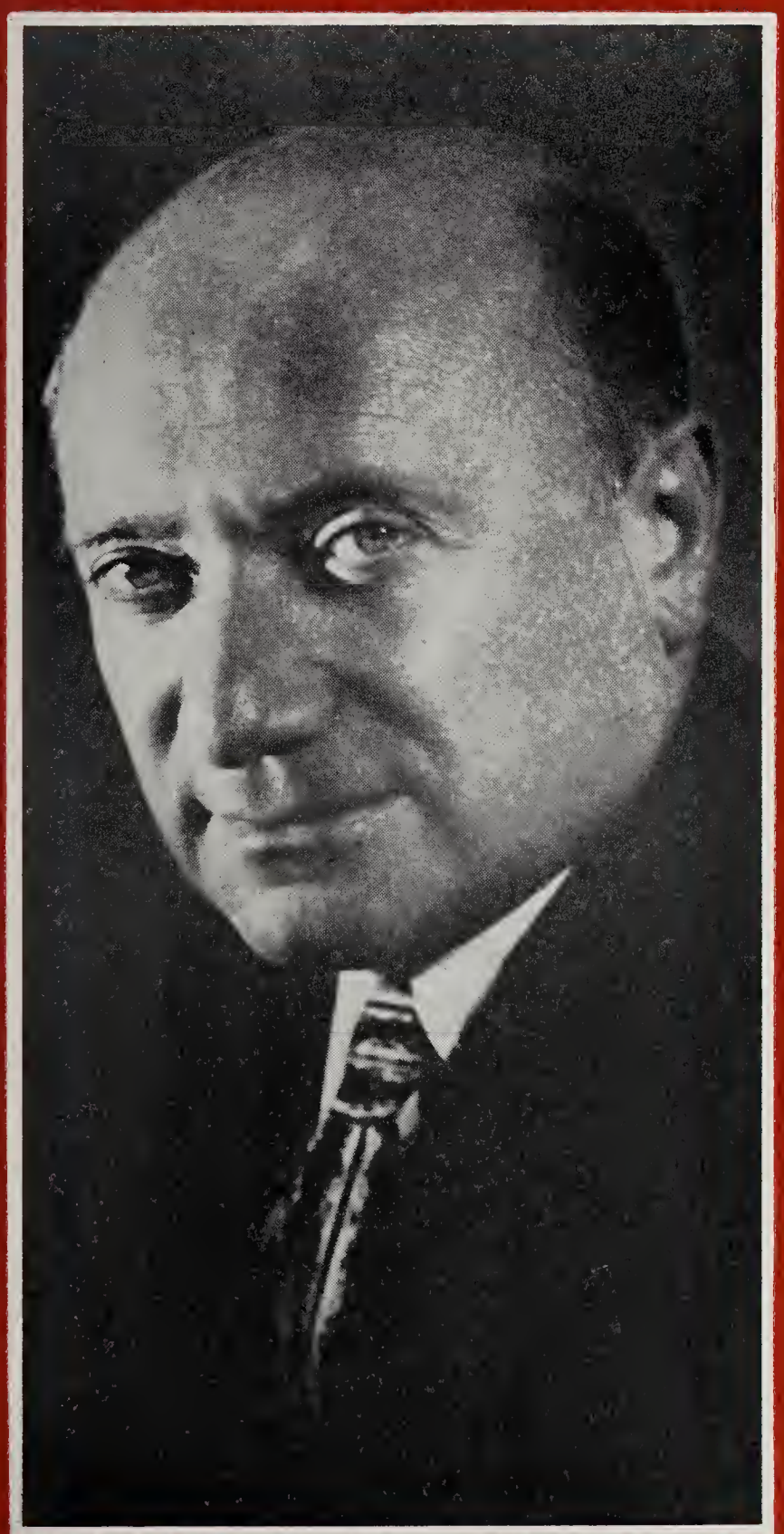
starring
RALPH MEEKER
with
Albert DEKKER · Paul STEWART · Juano HERNANDEZ
PRODUCED AND DIRECTED BY
ROBERT ALDRICH
Screenplay by
A. I. BEZZERIDES

thru UA

MOTION PICTURE

EXHIBITOR

JUNE 15, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE



20th-Fox Policy Change Reported

(page 5)

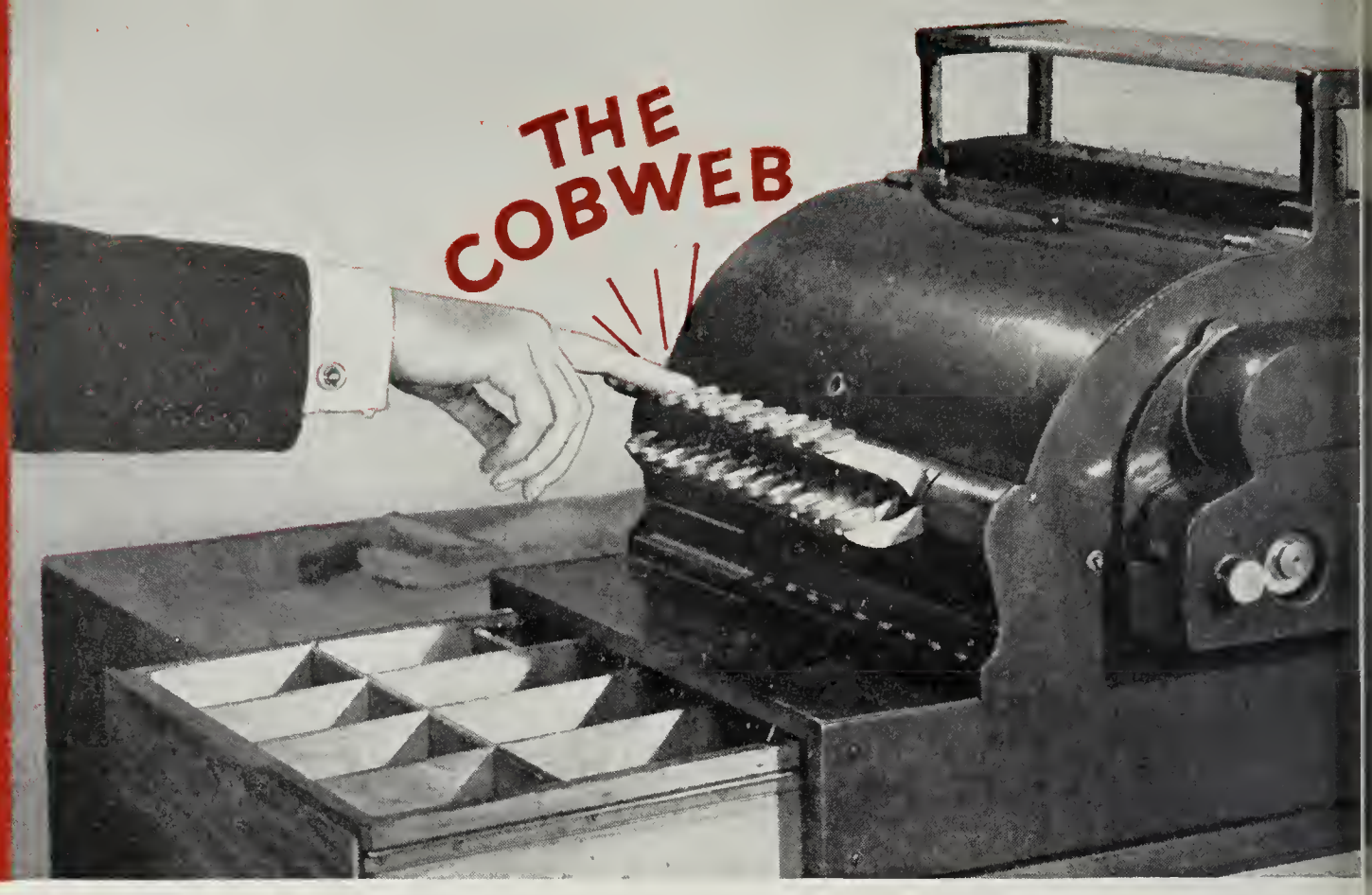
60 Million Votes Seen In Awards

(page 18)

AND FEATURING: THE SERVISECTION

Herman Robbins, chairman of the board, National Screen Service Corporation, was named the "Pioneer of the Year" last week by the Motion Picture Pioneers.

FILL IT UP!



After blasting the nation with its "Blackboard Jungle" Bombshell, M-G-M follows up with a smashing, All-Star production "THE COBWEB," a forbidden subject that will be the talk of America. For the first time the screen dares to reveal the secrets of the psychiatrist's couch in that strange mansion on the hill they called "The Castle."

M-G-M presents in
CINEMASCOPE and COLOR

RICHARD WIDMARK
LAUREN BACALL
CHARLES BOYER
GLORIA GRAHAME
LILLIAN GISH

In

"THE COBWEB"

And Introducing **JOHN KERR** *star of 'Tea And Sympathy'*
And **SUSAN STRASBERG**
With **OSCAR LEVANT**
TOMMY RETTIG

Screen Play by JOHN PAXTON
Additional Dialogue by William Gibson
From the Novel by William Gibson
Photographed in EASTMAN COLOR

Directed by VINCENTE MINNELLI · Produced by JOHN HOUSEMAN

★

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Caught in the Cobweb of human emotions!

MOTION PICTURE EXHIBITOR

JUNE 15, 1955
VOLUME 54 NUMBER 7

MERCHANDISING THE FRESH NEW PERSONALITIES

WHILE THERE ISN'T much artistically that we can learn from the low budget, small stage, makeshift productions of TV, any fair industry observer must agree that its very need for economy has given that little-chance-to-be-noticed to a whole new generation of writers and actors. Many of these young people might never have had the opportunity to act, and therefore the acting experience, except for TV. Many of them were missed or unrecognized by Hollywood talent scouts. Many others were found, tested, and buried under the Hollywood star name system; for an investment of a million dollars, and more, in a single feature doesn't permit the gamble on unknown names. For whatever the reasons, we are now increasingly conscious of a host of fresh, new, and much younger personalities, who perform capably and cause an audience flutter of interest that we haven't heard in many a moon. And each time we inquire where they came from, it seems many were hatched in the TV nest.

So maybe TV will prove to be the incubator that will outmode our so-called talent scouts. Maybe from it will come the fresh young romantic leads who are rightly in the effective love-making years, rather than the tired, 50-year-old, arthritic, and held-together-with-baling-wire "names," whose love making we suspect is one good reason for the admitted fall off in younger audiences. Kids can more readily recognize such infirmities than we older folks can.

But, at any rate, we seem to be getting worthy newcomers. And we ought to use real care in introducing them and merchandising them.

In line with this, we like the way in which some major producers are bringing them along slowly. You see them first in a secondary lead or two, where a much bigger name carries the show. Then you'll see several of them featured in small shows of their own, where neither the aims nor the budgets are very high. Not restricted to the postage stamp screens of TV, where individual identification is difficult, enough appearances and a proved ability will eventuate in public regard and acceptance.

We like the way in which some producers draw attention to a fresh new face by singling it out from the cast with a special emphasis, such as: "And introducing Joe Doakes."

We like the way in which some theatre managers have built special lobby displays and over exit door signs, telling the departing patron just who was in the picture just shown—and laying special emphasis on the newcomers.

And now here is a suggestion for producers, learned from our personal experiences in our own lobbies, and from the answering of thousands of patron questions. Regardless of any attention given to stars, casts, or new faces credits in the lead trailer, be sure to add a detailed cast, and to re-emphasize the newcomer, possibly even with a still picture after the final scene. The disgusted or dissatisfied audience leaves quickly. But there is nothing so gratifying to the theatreman as the lingering audience, interested in checking just who took which part, and in giving a candid opinion of respective abilities.

The latter is a pleased and satisfied audience. The future of the newcomer rests more in their opinion than in the abilities of any producer. If such an audience likes the newcomer, and if he or she is the subject of their conversation, then they'll be back!

That is what makes personalities.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Barney Balaban, president, Paramount, addressing a stockholders' meeting, defends toll-TV following attack by NBC head (page 11).

Deaths

Harry D. Buckley, former UA executive, dies in New York (page 4).

Harley L. Clarke, who once controlled Fox Films and was president, Utilities Power and Light Corporation, dies in Chicago (page 11).

Hal Horne, public relations executive and former 20th-Fox officer, dies in New York (page 20).

Exhibition

President Kermit C. Stengel resigns from Crescent Amusement Company, Nashville, Tenn. (page 4).

Allied bulletin reports a change in 20th-Fox policy to result in flat rentals for houses grossing under $1,000 per week (page 5).

Nation marks 50th anniversary of John P. Harris' Nickelodeon (page 16).

AB-PT Circuit goes after teen-age audience (page 16).

Financial

TV value seen in Disney income rise (page 18).

International

The industry will adjust to and overcome current competition and other business deterents, Fitzgibbons tells Canadian showmanship winners; "Martin Luther," banned from Canadian exhibition, draws huge crowds in church showings; negotiations for a new Spanish-U.S. film agreement collapse in Madrid (pages 10 and 21).

Legal

The Supreme Court reverses the dismissal of the monopoly suit brought against National Screen Service by Independent Poster Exchange, Philadelphia (page 5).

Loew's receives court permission to acquire a Florida drive-in (page 6).

Legislative

Justice Department indicates that the ban on acquisitions by divorced circuits is unlikely to continue (page 6).

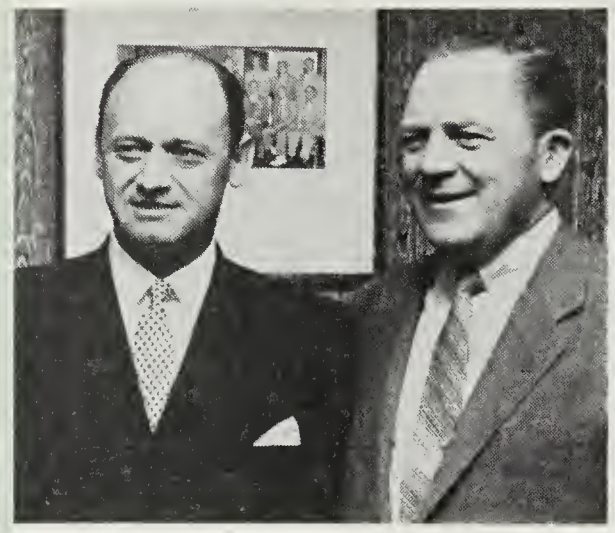
Mel Konecoff

Elmer Rhoden, National Theatres head and chairman, COMPO awards poll campaign, discusses the importance of the audience participation awards; neophyte producer and director Jack Rose and Mel Shavelson discuss "The Seven Little Foys" and other money making ventures; and other miscellany from Manhattan is attended to (pages 4 and 20).

Organizations

Motion Picture Pioneers name Herman Robbins, National Screen Service, Pioneer of the Year (page 6).

Committee Against Pay-As-You-See TV files its arguments with the FCC, as do the three companies involved in manufacturing the subscription-TV gadgets (page 14).



Michael Havas, left, RKO's supervisor for Latin America, recently visited the company's home office for sales discussions with Walter Branson, RKO's world-wide sales manager.

NEW YORK
By Mel Konecoff

ELMER RHODEN, National Theatres president and chairman, COMPO national awards poll and campaign, met with trade press editors to discuss the campaign and the importance of the operation to the industry and its future. A number of purposes of the action were noted by Rhoden and these included:

KONECOFF

One: The discovery, development, and exploitation of new faces and personalities which is important. In other phases the industry is in good shape, but this phase has been by-passed and overlooked. He felt that the audience awards will be instrumental in creating these needed newcomers.

Two: The campaign will serve to focus public attention on the numerous good pictures along the lines of the Academy Awards which hypo better films. This nation-wide poll of nominations and awards should serve wider focusing on more pictures by the public spotlight, with better resulting reaction at the box-office. He saw no conflict with the Academy Awards since the COMPO operation is an expression of the American public and not the industry designating its best. It will supplement the Academy Awards if anything.

Three: Since there is a dire need for more comedy personalities and humorous teams, the poll may be instrumental in making these discoveries and putting them in their proper category.

Rhoden estimated that between 50 to 60 million people will vote in the poll with tremendous publicity and reaction resulting and he thought that the results would influence the industry in many quarters. Producers will be affected in that they will be anxious to cast more new players who fit the picture roles instead of the theatre marquees; exhibitors will be more willing to play good pictures with lesser known people rather than

(*Continued on page* 20)

BROADWAY GROSSES

(As of this Monday)

Slump Hits First-Runs

NEW YORK—According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, there was little to get excited about over the Broadway grosses. The breakdown was as follows:

"The Sea Chase" (Warners). Paramount hoped for an opening week of $42,000.

"Soldier Of Fortune" (20th-Fox). Roxy claimed $18,174 for Friday, Saturday, and Sunday, with the third week dropping to $34,000.

"Love Me Or Leave Me" (MGM). Radio City Music Hall, with stage show, reported $100,000 for Thursday through Sunday, with the third week holding satisfactorily at $155,000.

"5 Against The House" (Columbia). Criterion opened to a $17,000 week.

"Davy Crockett, King Of The Wild Frontier" (Disney-Buena Vista). Victoria dropped to $18,000 on the third week.

"Violent Saturday" (20th-Fox). Mayfair was still dropping, with $5,000 anticipated on the fifth week.

"The Magnificent Matador" (20th-Fox). Astor slipped to $11,500 on the third week.

"This Island Earth" (U-I). Victoria jumped to a $40,000 opening week.

"The Prodigal" (MGM). Capitol slipped to $12,000 on the fifth week.

"The Seven Year Itch" (20th-Fox). Loew's State continued on its merry way with $72,000 in sight for the second session.

Buckley Mourned

NEW YORK—Harry D. Buckley, 66, died in St. Luke's Hospital last fortnight. He was formerly vice-president in charge of domestic operations for United Artists, and vice-president and director, United Artists Theatre Circuit, of which he was one of the largest, and original, stockholders. Since 1951, he had been in retirement, retaining his place on the UATC board.

Funeral services and burial were held in St. Louis, where Buckley started in the theatre business 45 years ago. Later, he became personal and business manager for Mary Pickford and Douglas Fairbanks. His wife, Florence, who is related to Fairbanks, survives.

Stengel Leaves Crescent

NASHVILLE—President Kermit C. Stengel, Crescent Amusement Company, resigned last week, emphasizing that his action did not involve the business affairs of the company, but was taken solely in the interest of preserving harmony.

Stengel pointed out that the book value of Crescent has doubled since the death of former head Tony Sudekum, and that profits for the first 11 months of the current fiscal year exceed those of the previous year by 87 per cent. He said that he and his wife would retain their substantial stock holdings in Crescent, and devote their time to theatres outside the chain and to other interests.

20th-Fox Sales Policy Change Reported

Allied EDC Postpones Roundtable Deadline

WASHINGTON—The National Allied Emergency Defense Committee, under chairman Benjamin Berger and general counsel Abram Myers, following a meeting in Chicago last week, released a statement to the effect that the Senate Small Business Committee is preparing to hold hearings next month on exhibitor complaints about distribution trade practices. The hearings will be held by either a subcommittee headed by Senator Humphrey (D., Minn.), or by a joint session of his group with an anti-monopoly subcommittee headed by Senator Long (D., La.). Inasmuch as the SSBC lacks power to report legislation, it is unlikely that any action will be taken this year on an Allied bill to secure federal regulation of the film industry.

The Allied committee also announced a postponement until July 1, pending almost certain Allied board approval, of the deadline for meetings with distributor company officials in New York in an effort to side-step an appeal for Congressional relief. Also present at the meeting were Allied president Rube Shor, Horace Adams, Irving Dollinger, Jack Kirsch, Ben Marcus, and Wilbur Snaper.

U-I, NBC Set TV Show

NEW YORK—Joint announcement last week by Universal-International and the National Broadcasting Company disclosed the completion of arrangements for the first 90 minute "Spectacular" ever arranged with a television network utilizing the talent facilities and top star personnel of a major motion-picture studio.

The presentation, to be telecast on July 2 in black-and-white over 128 TV stations in the United States and Canada, will have as its master of ceremonies Steve Allen, NBC's TV star of "Tonight," due in Hollywood to make his film debut in the title role of U-I's "The Benny Goodman Story."

To be titled "Allen In Movieland," the spectacular will feature appearances and entertainment by such U-I personalities as Jeff Chandler, Tony Curtis, Piper Laurie, Audie Murphy, and Mamie Van Doren.

Announcement of the precedental TV-Hollywood tieup was made by David A. Lipton, U-I vice-president, and Jack Rayel, NBC producer.

20th-Fox Ups Rice

NEW YORK—L. I. Rice has been appointed studio auditor at 20th-Fox, succeeding T. R. Krazer, who steps up to the position of special advisor to the finance and accounting department. Rice has been at 20th-Fox since 1935 with the exception of a three-year tour of duty in the Air Force. He joined the firm as an accountant, became head of payroll, and until his appointment as studio auditor served as assistant to Sid Rogell, executive production manager.

High Court Upsets NSS Monopoly Suit Dismissal

WASHINGTON — Mitchell Pantzer and Charles Lawler, heading the Independent Philadelphia Poster Exchange, last week won a victory in their long case against National Screen Service when action was referred back to the trial court in a unanimous decision by the Supreme Court, Justice John M. Harlan not participating. The ruling, coupled with opinions expressed by the justices, questions current methods of handling advertising for motion picture theatres.

Lawler and Pantzer, alleging a monopoly in the production and distribution of movie advertising adjunct, sought treble damages in 1949 under the Sherman Anti-Trust Act from National Screen Service and all distributors who had signed with NSS exclusively. On the arguments of the defendants, a Philadelphia District Court judge, later seconded by an Appellate Court, dismissed the case, whereupon the plaintiffs sought relief in the Supreme Court. In last week's decision, the high bench said that lower courts had erred in dismissal.

AA Earnings Up

NEW YORK—Allied Artists reported last week that net earnings for the 53 weeks ended April 2 amounted to $574,059, with total income totaling $12,682,303. For the fiscal year ended June 30, 1954, net earnings totaled $414,480, out of gross income of $11,838,526.

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Feature Reviews—"Case Of The Red Monkey" (Allied Artists); "Las Vegas Shakedown" (Allied Artists); "The Petty Girl" (Columbia); "They All Kissed The Bride" (Columbia); "Mad At The World" (Filmakers); "The Cobweb" (MGM); "The Seven Little Foys" (Paramount); "The Big Street" (RKO); "The Seven Year Itch" (20th-Fox); "Othello" (UA); "Summertime" (UA); "Foxfire" (U-I); "The Purple Mask" (U-I); "Eight O'Clock Walk" (Associated Artists); "The Great Adventure" (DeRochemont); "Hiroshima" (Continental); "No Way Back" (Fine Arts); "Murder In Villa Capri" (Screen Guild); "Open Secret" (Marathon).

Allied Bulletin Reports Theatres Grossing Under $1,000 Per Week Can Buy All Films At Flat Rental

NEW YORK—The industry cold war, which had threatened in recent weeks to blow up into a "federal case," took a turn in favor of exhibition last week with relief from percentage rental terms rumored on the way for the appoximately 4,000 theatres grossing less than $1,000 per week.

Although no official report was forthcoming from the recent meetings between 20th-Fox executives and the combined Allied-TOA committee headed by E. D. Martin and Rube Shor, a bulletin issued by Allied Independent Theatre Owners of Iowa, Nebraska, South Dakota, and Mid-Central stated unequivocably that 20th-Fox had agreed to change its sales policies to aid the small exhibitor.

It was reported that Spyros Skouras, 20th-Fox president, and William Gehring, executive assistant general sales manager, had agreed to "absolutely and definitely sell all their pictures to all theatres, no matter how small, or their ability to pay."

The bulletin was also emphatic in reporting that all theatres grossing less than $1,000 per week will be able to buy all 20th-Fox pictures "at fair and equitable flat rentals they can afford to pay and retain a profit."

The Allied unit added that the 20th-Fox policy switch will be made public in the trade press, with Skouras and Gehring requesting that any company salesman or manager who refuses to follow the new setup be reported to the home office. Further action is also expected, according to the bulletin, on sales head Al Lichtman's proposal that rentals of $50 or less be arbitrable. The film company has also increased the number of optical CinemaScope prints, it was reported.

The unit expressed its appreciation to the exhibitors committee for their efforts, and to 20th-Fox's Lichtman, Skouras, and Gehring for their willingness to take positive steps to aid the small theatreman. The bulletin added that "in all fairness to those companies that will now sell us flat, notably Fox and MGM, small exhibitors who are fair, honest, and above board surely will not now go for percentage deals with other distributors."

It is believed that the official announcement of the change will come following conferences between Skouras and Gehring and Lichtman, recuperating from an illness on the west coast.

Brandt Joins DCA Board

NEW YORK—Harry Brandt, circuit executive and president, Independent Theatre Owners Association, Inc., since 1933, has become a member of the board of Distributors Corporation of America, it was announced last week by Fred J. Schwartz, president.

Herman Robbins, NSS Board Head, Named 1955 "Pioneer Of The Year"

NEW YORK—Herman Robbins, chairman of the board, National Screen Service Corporation, has been named the "Pioneer of the Year" by the Motion Picture Pioneers, an organization composed of men who have served in the motion picture industry for more than 25 years, it was announced last week by Jack Cohn, founder and president of the Pioneers.

Ceremonies honoring Robbins will be held in conjunction with the 17th annual dinner of the Motion Picture Pioneers on Nov. 4, 1955, at the Waldorf-Astoria Hotel, New York City.

Cohn, executive vice-president, Columbia, stated that "Among the distinguished leaders of the motion picture industry whose contributions through the past one-third of a century have made the screen the greatest medium of entertainment in the world, we of the Motion Picture Pioneers salute the efforts of Herman Robbins as worthy of our highest honor. Herman Robbins is truly a pioneer in our industry."

Robbins learned the meaning of showmanship as a young man while working on the old New York Evening World. From the World he joined the Fox Film Corporation and rose to general sales manager under the fabled Winfield Sheehan. He served with Fox until 1923, during the greatest growth of the original company, leaving to acquire an interest in National Screen Service.

During these past 32 years, his company has kept abreast of the industry's needs for promotional material on its screens and in its lobbies, as well as furnishing posters, billboards, etc. Its facilities and personnel have served national, civic, and industry causes as a public service.

But beyond the contributions of himself and his company are the many unpublicized services Robbins has performed throughout the years on behalf of philanthropic and charitable enterprises in and out of our industry. His work for the Motion Picture Pioneers is among his outstanding contributions to the assistance of those unfortunate enough to require aid from their fellows of the motion picture business. He is also on the board, Will Rogers Memorial Hospital. The United Cerebral Palsy Foundation has given him its Distinguished Service Award Plaque for five years of invaluable support. In 1949, he was cited for his service to the Disabled American Veterans.

During the war, Robbins was an active member of the Industry Advisory Committee, War Production Board, and was cited for his contribution to the War Finance Program of the Treasury Department. Within the industry, he is treasurer of COMPO.

Veteran Distributor Mourned

NEW YORK—Sol Edwards, president, International Releasing Organization, died suddenly last week at 55. He was a distribution veteran of 30 years' experience, having held posts with Grand National, Selznick, Film Alliance, 20th-Fox, Warners, and others. Survivors include his widow, his mother, a brother, and a sister.

Loew's Receives Permission To Acquire Florida Drive-In

NEW YORK—In an important decision last fortnight, Federal Judge Henry W. Goddard signed an order permitting Loew's, Inc., to acquire possession of the Normandy Outdoor Theatre near Jacksonville, under certain conditions.

The Normandy, with the recently-acquired Twin Drive-In near Chicago, brings to two the number of theatres taken over by Loew's since the Paramount consent decree froze new theatre acquisitions by defendant companies.

Judge Goddard ruled that until divestitures required by the consent decrees have been completed in Jacksonville, the Normandy may not show majors' product until after first downtown runs, except those pictures refused, or not bid on, by independents, and that if the divestitures have not been completed in six months, the Normany will be subject to product limitations, possibly for a period of three years.

Circuit Expansion Ban Unlikely To Continue

WASHINGTON—Assistant Attorney General Stanley Barnes, speaking last week for the Justice Department, said that continuation of the ban on theatre acquisition by the divorced circuits would have the effect of preventing big corporations from competing with little ones. Most of the circuits, he noted, are now free to seek government and court approval of new theatre acquisitions, having completed divestiture, with the exception of American Broadcasting-Paramount Theatres.

With the Justice Department's apparent approval, a New York court has recently allowed some acquisitions by divorced circuits. Barnes, who was testifying before a Senate judiciary subcommittee, admitted that some small theatre owners might decline to compete with some of the big companies now reaching the end of the ban, but stressed that action to extend the ban would be contradictory on the basis that it would assume a breakdown in the enforcement of the anti-trust laws through the courts which, he said, could be relied on to prevent abuses.

Skouras Heads Fund Drive

NEW YORK—Spyros P. Skouras, president, 20th-Fox, entertained with a dinner last fortnight at the Metropolitan Club for the building and development fund of New York Medical College, Flower-Fifth Avenue Hospital. Gen. James A. Van Fleet, former commander of armed forces in Korea, was guest speaker.

Skouras is honorary chairman for the drive for $1,000,000 to finance completion of a six-story building at New York Medical College, the first step in a 10-year expansion and development program. The ultimate goal will be $10,000,000.

French Film Center Planned By Early Fall

NEW YORK—Plans were revealed last week for a French film center here by early fall, with the primary purpose of promoting French product, in an announcement made by director general Jacques Flaud, National Film Center of France. The enterprise will be a joint venture of the French government and the industry, he said, but will not distribute films.

Flaud also announced that negotiations for a new Franco-American accord will begin in Paris on June 25, to replace the current one expiring June 30, with no change anticipated in the present quota for American imports.

To build a much-needed larger audience for French product, accurate dubbing and the release of documentaries and shorts will be two methods used, Flaud said, in a bid to recoup foreign earnings for France, which have dropped since before the war from 40 per cent to a recent high of 25 per cent of production cost. Little more than one per cent of the $11 million foreign revenue in 1954 came from the United States, he pointed out, attributing the low figure to misunderstanding and prejudice on both sides. In Latin America, he noted, the acquisition by the French of seven theatres possibly helped to return more than 10 per cent of total revenue from abroad, although no such action is contemplated here unless all other methods fail.

Convention Chairmen Named

NEW YORK—E. D. Martin, president, announced last week the appointment of three co-chairmen to direct the TOA national convention being held in Los Angeles on Oct. 6-9. Representing the east and the south is Ernest G. Stellings, Charlotte, head, Stewart and Everett Theatres; midwest, Lester R. Kropp, St. Louis, president, Missouri-Illinois Theatre Owners Association, and co-manager, Wehrenberg Circuit; and the west, Joseph J. Rosenfield, Spokane, Wash., national TOA vice-president, and theatre operator in Washington and Colorado.

Superscope Bonus Inaugurated

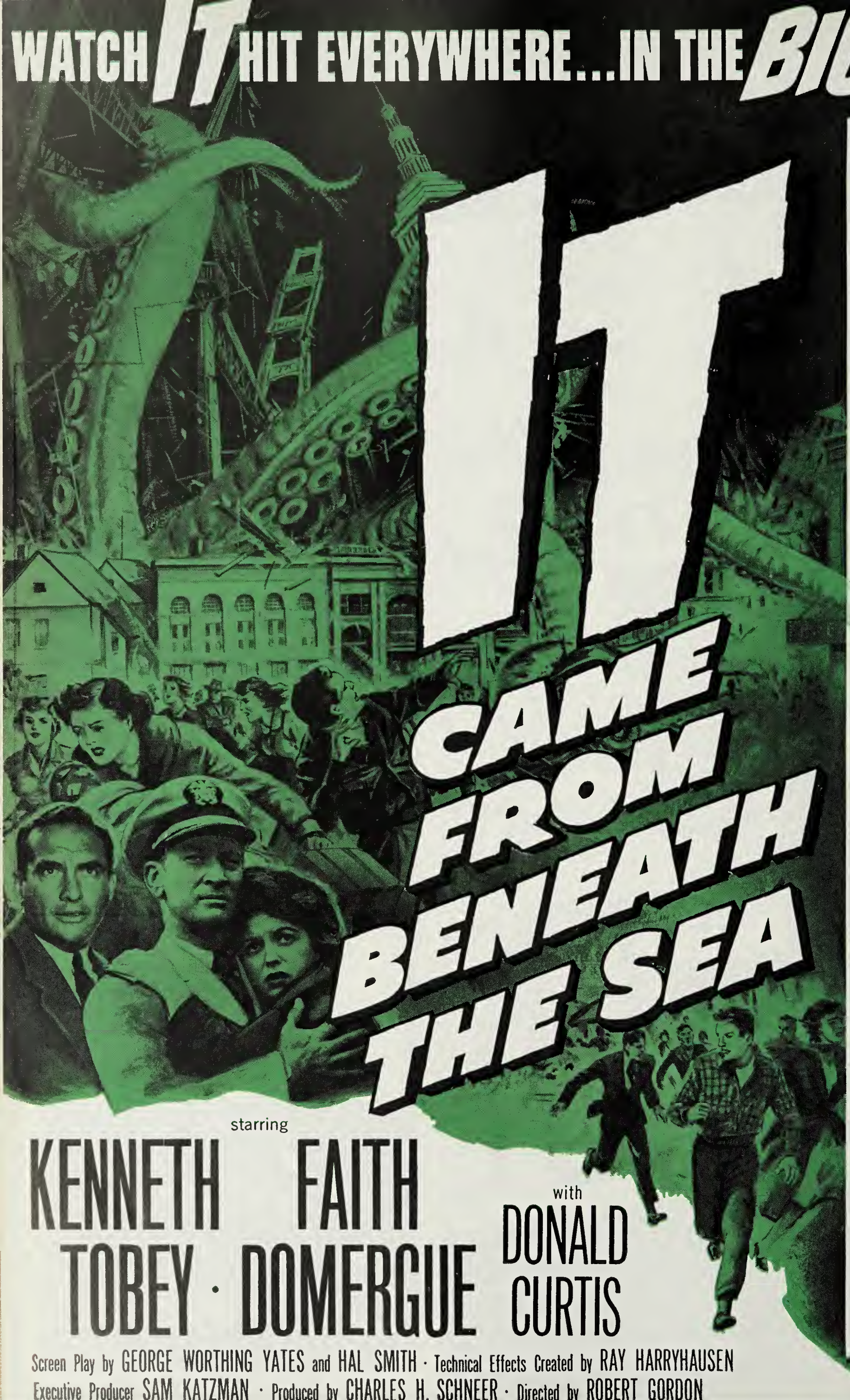
HOLLYWOOD—A plan was inaugurated last week by which an exhibitor purchasing a pair of Superscope lenses at the established price of $395 receives a bonus of $100, to be applied on the booking of any Superscope picture. When his order is placed, the theatreman is supplied with a validated certificate in which to insert the name of the film produced in the medium, and the booking date; when returned to Superscope, the company forwards him a check for $100 for the booking.

English Exhib Leader Dies

LONDON—Walter Fuller, general secretary, Cinematograph Exhibitors Association, collapsed and died suddenly in the street last week. He was in his early sixties, and had been CEA general secretary since 1925. A widow and two daughters survive.

THEY
THIS
IS
IT!
– from
Columbia!

WATCH IT HIT EVERYWHERE...IN THE BIGGES



starring

KENNETH TOBEY · FAITH DOMERGUE

with

DONALD CURTIS

Screen Play by GEORGE WORTHING YATES and HAL SMITH · Technical Effects Created by RAY HARRYHAUSEN

Executive Producer SAM KATZMAN · Produced by CHARLES H. SCHNEER · Directed by ROBERT GORDON

BECKLEY—*PALACE*
HUNTINGTON—*PAL*
HIGHLAND—*HILAN*
PRAIRIE du SAC—*I*
FENNIMORE—*FENW*
PLATTEVILLE—*AVAI*
MARSHFIELD—*NEW*
MERRILL—*BADGER*
NEILLSVILLE—*ADLE*
COLUMBUS—*RUDAL*
EPHRAIM—*SKYWAY*
REEDSBURG—*BADG*
TOMAHAWK—*PALA*
WAUPACO—*LYRIC*
PORTAGE—*PORTAG*
DARLINGTON—*TOW*
EAST TROY—*TROY*
MANISTIQUE—*CEDA*
GRAFTON—*PORT*
VICTORIA—*UPTOW*
BAY CITY—*STATE*
EL CAMPO—*NORM*
WHARTON—*RIO*
YORKTOWN—*YORK*
GOLIAD—*GOLIAD*
NIXON—*NIXON*
VALLEY MILLS—*VA*
ODESSA—*LYRIC*
DUBLIN—*MAJESTIC*
HAMLIN—*HAMLIN*
DE LEON—*WEEPING*
MERKEL—*PIONEER*
BROWNFIELD—*RIAL*
BUFFALO—*RIO*
COLEMAN—*RANCH*
SEATTLE—*COLISEUM*
BELLINGHAM—*AME*
SPOKANE—*ORPHEU*
BRUNSWICK—*CUMB*
LEWISTON—*LISBON*
CINCINNATI—*GRAN*
DAYTON—*COLONIA*
ATCHISON—*FOX*
SPRINGDALE—*APOL*
NEVADA—*TRAIL*
WAKEENEY—*KELLY*
BUTLER—*DRIVE*
FAREWELL—*BORDER*
WAMEGO—*GARRON*
LAWRENCE—*JAYHA*
LYONS—*STAR*
HIGGINSVILLE—*DAV*
VALLEY FALLS—*RIO*
MARSHALL—*MARY*
ELDORADO—*ROXY*
SHERIDAN—*SHERIDA*
WAYSHIRE—*BROOK*
VICTORIA—*TEJAS-A*
EL CAMPO—*RICE*
BAY CITY—*BAY DRI*
REFUGIO—*RANCHO*
NEW BRAUNFELS—*B*
CUERO—*CUERO*
MERCEDES—*STATE*
SAN BENITO—*RIVO*
WESLACO—*RITZ*
MCALLEN—*PALACE*
BROWNSVILLE—*MAJ*
HARLENGEN—*RIALT*
EDINBURG—*CITRUS*
CORPUS CHRISTI—*R*
AUSTIN—*QUEEN*
ALICE—*REX*
ARANSAS PASS—*RI*
BEEVILLE—*REX*
KENEDY—*RIALTO*
KERRVILLE—*RIALTO*
KINGSVILLE—*TEXAS*
SACRAMENTO—*ESQ*
CLEVELAND—*HIPPOD*
SAN FRANCISCO—*P*

TING IN COLUMBIA HISTORY—PRIOR TO RELEASE!

IERE IS A PARTIAL LISTING OF THE THOUSANDS OF THEATRES ALREADY DATED!

NEW ENGLAND!

NORTHEAST

MIDWEST

WEST COAST!

SOUTH

—DEL CITY
—SKYTRAIN
OT—ROXY
—HARRIS
EVILLE—GRAND
O—KENTON
ON—CAPITOL
NBURG—COLUMBIA
ATER—GRAND
LIEM—GLOBE
NT—FAIRMONT
VILLE—EL RANCHO
KY—BROOKSIDE
A—PRAIRIE
—DUNDEE
CLUS—MARCELLUS
N—CLINTON
BRGH—STRAND
PLAS COVE—COVE
N—PLAZA
CGAN—VALLEY
ON—PACE
—MAIN
RBURG—COLONIAL
FRD—PALACE
NIEL—STATE
DG—EMBASSY
NUM—HARRIS
ERGH—BELMAR
OIA—OLYMPIC
NOWN—EMBASSY
LND—STRAND
RGE—AMBRIDGE
RON—CAPITOL
ASTLE—SUPER CASTLE
E ERNON—SUPER 71
LND TWP.—RENALLI'S
HNGTON—WASHINGTON
SBURGH—ARCADE
RNGTON AVE.—CAPITOL
SBURGH—CAMP HORNE
SBURGH—COLONIAL
clESPORT—BLUE DELL
SBURGH—SOUTH PARK
PASANT—PENN
FON—DIXIE
NGELES—HILLSTREET
NALE—CAPITOL
L'WOOD—HAWAII
AENA—UNITED ARTIST
ANGELES—UNITED ARTIST
EGO—SPRECKELS
DE—DE ANZA
IS OBISPO—OBISPO
EIX—PARAMOUNT
EFIELD—CALIFORNIA
NGAS—PALACE
DIIX—RIALTO AND INDIAN
A'A—PLAZA
FL—PLAZA
CI'A—WICHITA
L—PARAMOUNT
Y:—FOX
IAPOLIS—RITZ
AUSE—RANCHO
AIOLA
E.IOR SPRINGS—BEYER
A—UPTOWN
NGTON—MAINSTREET
D: CITY—DODGE
F(VILLE—TACKETT
KVILLE—PRINCESS
IGFIELD—FOX
HOND—FARRIS
OVELL—MAXINE
J.YALE
L GTON—CAPITOL
DIT—BROADWAY CAPITOL
AIAS—FAMILY
R—STRAND
NING—TOWN

FRANKFORT—GARDEN
MIO—DAI RAY
ALBION—BOHN
MARSHALL—BOGAR
CHELSEA—SYLVAN
LINCOLN—LINCOLN
ELKS RAPIDS—STATE
MACKINAW CITY—CHIEF
HILLSDALE—DAWN
BIG RAPIDS—BIG RAPIDS
HOLLAND—PARK
CADILLAC—LYRIC
GREENVILLE—SILVER
ALLEGAN—REGENT
GRAND HAVEN—GRAND
IONIA—IONIA
LUDINGTON—LYRIC
MANISTEE—VOGUE
MONROE—FAMILY
NILES—READY
OWOSSO—CAPITOL
SOUTH HAVEN—MICHIGAN
THREE RIVERS—RIVIERA
TRAVERSE CITY—STATE
GALESBURG—SALE
ALPERIA—MALTZ
ADRIAN—CROSWELL
PINCONNING—WHYTE
SANDUSKY—SANILAC
DECKERVILLE—THUM
ELGIN—RIALTO
GALESBURG—WEST
YOUNGSTOWN—PALACE
OSHKOSH—OSHKOSH
GREENSBURG—STRAND
McKEESPORT—CAPITOL
ELKO—RAINBOW
CEDAR CITY—HYLANDER
HAZLETON—GRAND
POTTSVILLE—HOLLYWOOD
LOS ANGELES—NINE THEATRES
APPLETON—APPLETON
RACINE—RIALTO
SHEBOYGAN—REX
SHENANDOAH—CAPITOL
SHAMOKIN—CAPITOL
LEBANON—STATE
WAUKESHA—PIX
KENOSHA—GATEWAY
BELOIT—ELLIS
LINCOLN—STATE
PHILADELPHIA—STANTON
TRENTON—CAPITOL
PORTLAND—ORPHEUM
MT. PLEASANT—KINEMA
PLYMOUTH—PLYMOUTH
SENACA—SENACA
MARYSVILLE—IRIS
CLAY CENTER—STAR
COUNCIL GROVE—CHIEF
OSAGE CITY—HILLCREST
BROOKFIELD—CIVIC
STERLING—ROYAL
KALKASKA—KAL
ALMONT—ALMONT
OAK HARBOR—ROYAL
COLORADO SPRINGS—8th St.
PUEBLO—MESA
BOULDER—BOULDER
FT. COLLINS—LYRIC
NORTH PLATTE—FOX
GREELEY—CHIEF
CANON CITY—SKYLINE
LOVELAND—MOTORENA
ROCKY FORD—STARLITE
CRAIG—SUNSET
WICHITA FALLS—STATE
LAS CRUCES—FIESTA
FORT MORGAN—VALLEY
BUFFALO—LAFAYETTE
NIAGARA FALLS—STRAND

BINGHAMTON—CAPITOL
ARDMORE—PARK
BOVINA—MUSTANG
LANCASTER—GRANTLAND
CLINTON—CLINTON
STOUGHTON—BADGER
LAKE MILLS—LAKE
EDGERTON—RIALTO
PARMA—PARMA
NYSSA—NYSSA
CAREY—INDIAN TRAIL
AFTON—RITZ
CANADIAN—CANADIAN
CORDELL—WASHITA
CYRIL—GUSHER
HARRAH—STATE
LONE WOLF—WOLF
RINGLING—EL RANCHO
TEMPLE—MAJESTIC
WALEETKA—AVON
MITCHELL—NILE
BRIDGEPORT, NEB.—CENTRAL
ELKINS—ELKINS
E. LIBERTY—LIBERTY
PITTSBURGH—SOUTH HILLS
BRADDOCK—PARAMOUNT
McKEESPORT—ROXIAN
CHARLEROI—STATE
GREENSBURG—STRAND
PUNXSUTAWNEY—JEFFERSON
MARION—SUN
E. PITTSBURGH—RIVOLI
N. S. PITTSBURGH—GARDEN
LEMOORE—LEMOORE
STOCKTON—ESQUIRE
BEAR LAKE—CUB
BERKELEY—OAKS
OAKLAND—T & D
MERIDIAN—CAPITOL
STEVENS PT.—FOX
JONESVILLE—JEFFRIES
RANDOLPH—RANDOLPH
GAYS MILLS—KICKAPOO
ANTIGO—PALACE
ESCANABA—DELFT
SAULT ST. MARIE—SOO
RHINELANDER—ROMAN
MANITOWAC—MIKADOW
CASSVILIE—CASS
KIEL—KIEL
SHAWANO—SHAWANO
BRILLION—BRILLION
MONROE—GOETZ
STAMBAUGH—PERFECT
STURGEON BAY—DOOR
ISHPEMING—ISHPEMING
WHITEWATER—STRAND
WILSON—DERRICK
WAUSAU—GRAND
SPARTA—SPARTA
WESTBY—WESTBY
ADAMS—ADAMS
NEW LISBON—HOME
FREDONIA—FREDONIA
NEWTON—ROXY
FT. SCOTT—MO. KAN
AUGUSTA—AUGUSTA
JEFFERSON CITY—STATE
NORTON—SUNSET
E. LIVERPOOL—CERAMIC
NAPOLEON—STATE
BRYAN—BRYAN
ALVA—PIX
PENTWATER—PENTWATER
SHELBY—SHELBY
ADRIAN—SKY
BUHL—ROMONA
HAILEY—LIBERTY
SALT LAKE CITY—AUTORIUM
ANTLERS—COOPER
CHECOTAH—69

COALGATE—SKY VUE
DAVENPORT—GEM
EUFAULA—CHIEF
FORGAN—FORGAN
GARBER—GARBER
LINDSAY—HILLCREST
NOWATA—REX
PERRY—PERRY
SHAMROCK—LIBERTY
STROUD—COZY
WAGONER—CHEROKEE
WAIONGA—ROCK
WOODWARD—TERRYTIME
FT. COBB—RIALTO
FRIONA—CHIEF
GUYMON—AMERICAN
LAVERNE—LAVERNE
MAYSVILLE—TREND
PRAGUE—SAVOY
WYNNEWOOD—DEAL
ROCK SPRINGS—RIALTO
LARAMIE—FOX
COLEMAN—SANDRA
STURGIS—STRAND
CASEVILIE—BAY
BRECKENRIDGE—GRATIOT
UBLY—HURON
SWARTZ CREEK—CREEK
ST. CHARLES—ROXY
WATSONVILLE—CENTRE
VALLEJO—RITZ
VISALIA—VISALIA
SALINAS—EL REY
SONORA—SONORA
FIREBAUGH—DRIVE IN
PETALUMA—STATE
ANTIOCH—STAMM
SAN JOSE—STUDIO
DALLAS—RIALTO
FT. WORTH—PALACE
EL PASO—STATE
WACO—IMPERIAL
SAN JOSE—STUDIO
CORSICANA—IDEAL
DENISON—STATE
DURANT—PLAZA
MUSKOGEE—ROXY
MUSKOGEE—GRAND
AMARILLO—STATE
McALESTER—OKLAHOMA
PARIS—MAIN
ABILENE—QUEEN
VERNON—PIC
EASTLAND—MAJESTIC
TEMPLE—TEXAS
MEXIA—PARKWAY
MILWAUKEE—ALHAMBRA
LAWTON—RITZ
OKLAHOMA CITY—STATE
McCOOK—BISON
TORRINGTON—WYOMING
LEAD—HOMESTAKE
SIDNEY—PLAINS
COLOMA—LOMA
E. JORDAN—TEMPLE
BRONSON—BRONSON
PAW PAW—STRAND
BANTON HARBOR—STATE
ST. JOSEPH—ELECTRIC
TOLEDO—RIVOLI
LITTLE ROCK—ARKANSAS
TULSA—TULSA
TULSA—PLAZA
FREMONT—PARAMOUNT
BELLEVUE—STATE
STERLING—LOGAN
PETOSKY—HOLLYWOOD
HESPERIA—STAR
SUNRAY—BUCKAROO
VELMA—V. D.
WALTERS—OKLA.

CHEYENNE—PARAMOUNT
BAY CITY—WASHINGTON
GRAND RAPIDS—REGENT
LAKE ODESSA—LAKE
DURAND—DURAND
HASTINGS—STRAND
FOWLERVILLE—ORR
REED CITY—REED
LESLIE—ARCADE
WHITEHALL—PLAYHOUSE
DENVER—DENVER
ANN ARBOR—MICHIGAN
BATTLE CREEK—BIJOU
FLINT—PALACE
JACKSON—CAPITOL
KALAMAZOO—CAPITOL
LANSING—GLADMERE
MUSKEGON—MICHIGAN
PORT HURON—FAMILY
SAGINAW—FRANKLIN
CHARLOTTE—MAPLE CITY
CLARE—NORTHLAND
MANISTIC—CHIPPIWA
REMUS—BRYCE
LAKE CITY—SAUKEE
DAVISON—MIDWAY
VANDERGRIFT—MANOS
MARLETTE—CENTER
SEBEWAING—LINCOLN
CASS CITY—CASS
CASPER—REX
ALBUQUERQUE—STATE
LUBBOCK—CLIFTON
MIDLAND—RITZ
BURLEY—ORPHEUM
EMMETT—IDEAL
RUPERT—WILSON
JEROME—RIO REY
EVENSTON—STRAND
MONTPELIER—RICH
SUNNYSIDE—NU STAR
KALISPELL—STRAND
SALT LAKE CITY—LYRIC
GARLAND—MAIN
TWIN FALLS—ROXY
IDAHO FALLS—RIO
PRICE—CROWN
ALAMEDA—CREST
SIDNEY—MOTOR VU
CALDWELL—FOX
GREAT FALLS—LIBERTY
LEWISTOWN—JUDITH
PROVO—UINTA
LOGAN—ROXY
WALLACE—WILMA
KELLOGG—RENA
TRINIDAD—STRAND
BUTTE—RIALTO
BILLINGS—BABCOCK
MISSOULA—FOX
OGDEN—EGYPTIAN
MILES CITY—PARK
COEUR D'ALENE—DREAM
BOZEMAN—RIALTO
TOOELE—STRAND
ST. GEORGE—DIXIE
BOISE—RIALTO
PAYETTE—CHARM
HAVRE—ORPHEUM
SPANISH FORK—ARCH
HELENA—MARLOW
CANTON—PALACE
SANTA FE—SAN
ALLIANCE—MO
FOSTORIA—FO
FINDLAY—RO
OTTAWA—RE
HOLLIS—LA
BINGHAM—
FAIRFIELD—S
CRESCENT CIT

LONGMONT—STARVUE
SCOTTSBLUFF—BLUFFS
LIMA—QUILNA
MARION—OHIO
MANSFIELD—MADISON
MASSILLON—WESLIN
HOUSTON—KIRBY
SAN ANTONIO—TEXAS
LINDEN—LINDEN
DOWAGIAC—CENTURY
LOWELL—STRAND
ASHTABULA—BULA
RAPID CITY—SIOUX
YUMA—SILVER SPUR
CONNEAUT—STATE
GENEVA—SHEA
CORNING—RODGERS
MALAD—STAR
BRIGHAM CITY—ROXY
WENDELL—ACE
HUNTINGTON—CASTLE
DALHART—EL RANCHO
LAS VEGAS—VEGAS
MONTROSE—STAR
DURANGO—KNOX
BOWLING GREEN—CLAZEL
ADA—McSWAIN
ALTUS—PLAZA
BARTLESVILLE—ARROW
BLACKWELL—RIVOLI
BORGER—REX
CHANDLER—H & S
CHEROKEE—RITZ
CHICKASHA—RIALTO
CLAREMORE—YALE
CLINTON—REDLAND
CUSHING—DUNKIN
DRUMRIGHT—TOWER
DUNCAN—RITZ
ELK CITY—WESTLAND
EL RENO—CENTRE
ENID—CHIEF
SARANAC—SARANAC
FREDERICK—RAMONT
GEARY—GEARY
GUTHRIE—MELBA
HARTSHORNE—OAK
HENRYETTA—BLAINE
HOBART—OKLAHOMAN
HOLDENVILLE—GRAND
HOMINY—PETTIT
HUGO—EIRE
MANGUM—TEMPLE
MIAMI—MIAMI
NORMAN—UNIVERSITY
OKLAHOMA CITY—JEWEL
OKMULGEE—ORPHEUM
PAMPA—LA VISTA
PAULS VALLEY—ROYAL
PAWHUSKA—KI HE KAH
PICHER—PLAZA
PONCA CITY—KAY
PRYOR—ALLRED
SAPULPA—STATE
SAND SPRINGS—HARMONY
SAYRE—STOVALL
SEMINOLE—SEMINOLE
SHAWNEE—RITZ
[illegible]AGGIE

WATCH
THE SMASH
OPENINGS...
RADIO...TV...
BALLYHOO...
TOURS...
THE WORKS!

The International Scene . . . . . .

Canada

Industry Will Adjust, Fitzgibbons Asserts

TORONTO—The trade picture in the industry will adjust itself, it is the belief of John J. Fitzgibbons, president and managing director, Famous Players Canadian Corporation. Addressing the winners of Famous Players Ontario B District showmanship contest. Fitzgibbons said that "this lull that we're experiencing, not only in Canada, but in the United States, will adjust itself."

He said that while other industries had gone in for new selling techniques, those of the motion picture were comparatively unchanged. Fitzgibbons said the managers in Famous Players were the best in the industry.

Top prize-money went to Art Cauley, Paramount, Peterborough, in Group A, and George Forhan, Jr., Capitol, Welland, in Group B, each receiving $100. Group A and B second prizes of $50 each went respectively to Mel Jolley, Century, Hamilton, and the Regent, Oshawa, duo, Al Hartshorn and Charlie Perrie.

Morris Stein, general manager, eastern division, and R. W. Bolstad, vice-president, also spoke. Stein observed that it was good to see the honors passed around and praised the trade press for its help, while Bolstad congratulated the winners "for good selling and good operation."

Dan Krendel, supervisor, Ontario District B, acted as chairman. He said, "I'm old fashioned enough to believe a man ought to justify his existence." The campaign, he said, was the fourth in six years and was not easy, since each lasted six months. He was proud of the efforts of his managers.

Canadian Comment

The showing of the Paramount's sales staff in Canada in the whole picture of Paramount sales was praised by George Weltner, the company's world sales chief, at the recent convention in Toronto. Weltner was one of a number of top home office executives who came to Toronto for the three-day meeting. The others were Jerome Pickman, vice-president in charge of advertising, publicity, and exploitation; Robert Rubin, vice-president in charge of administration; and Oscar Morgan, sales manager of short subjects and newsreels. The meeting generated enthusiasm by the Canadian branch managers, who came from all parts of the country, as they were given some inkling of what went into the making of the films, something of the administrative problems of the company, the problems of setting up exploitation, and the selling value of the pictures that Paramount had to deliver in the next year.

Borden Macem, assistant to Louis de Rochemont, recently accepted a gold medallion in behalf of the producer of "Cinerama Holiday," which was presented by Peter Kasper, director of tourism for the Swiss resort of St. Moritz. The medallion was given de Rochemont in acknowledgment of the "conquering of the mountains and ski slopes of Switzerland by the "Cinerama Holiday" cameras and microphones."

Martin Luther, banned from Quebec Province theatre screens 17 months ago by the censors, is being shown in seven Montreal Protestant churches every night for a week by the Westmount Ministerial Association. Some 5,000 persons are reported to have seen the picture the first night. . . . Women's Auxiliary of the Variety Club of Toronto will gather at the home of Mrs. Harry Mandell on June 14. . . . Date for the annual benefit ball game in aid of Variety Village was set for August 22 at Maple Leaf Stadium when the Toronto team will meet that of Havana, with a vaudeville show and other pre-game entertainment offered. A lucky draw will follow.

The Niagara Peninsula Theatre Managers Association elected Mike Zahorchak, St. Catharines drive-in operator, president as successor to Verd Marriott, Park, St. Catharines. Fred Koslo remains secretary and Harry Rosenberg, treasurer. . . . Warners, following the pattern set in the U.S., is holding theatre trade screenings across the country for "Mister Roberts," with the first to take place at the Village, Toronto, and the other five exchange cities following. . . . Len Bishop, manager, Shea's, Toronto, devised a scheme to advertise "Daddy Long Legs" through a cooperative deal with the Fred Astaire studio by which a free dance-analysis is given. . . . JARO's Montreal office under Bob Johnson leads the 10th Anniversary Billings Drive in its 11th week, and the Vancouver office is in front in the Cardinal Films Division Billings Drive. . . . John Melanson has succeeded Ernest Hatfield, who resigned as manager, Odeon's Capitol, Yarmouth, N.S. . . . Brock, Toronto, a nabe house recently acquired by Fred Fink, has a new look with a number of changes including an improved lobby, new big screen. The house is offering triple bills as well as a Saturday night stage show.

Net profits of Confederation Amusements, Ltd., affiliate of United Amusement Corporation of Montreal, for 1954 was $42,162, a drop of 59.1 per cent from the $103,130 of the previous year. Working capital went up to $374,709 from $347,298. . . . Decrease of 6.8 per cent in the net profits of 1954 over 1953 was shown in the anunal report of Theatre Properties (Hamilton), Ltd. Net earnings were $32,762 in 1954, as against $35,106 the year previous. Working capital fell from $190,781 to $157,457.

CINE CHATTER: The Airport, Circus, Starlite, Pembina, and Eldorado Drive-Ins have combined on a Win-A-Car-Nite, with a draw being made every Tuesday and Thursday. The first car was given away on opening night. . . . Biltmore, Kingston, launched a "Golden Years Club" for residents of the city who are over 60 years of age. Those who register at the theatre receive a membership card which entitles the holder to a reduced admission price. . . . Joe Huber, retiring 20th-Fox Winnipeg branch manager, was honored at a testimonial dinner by 75 friends. Speakers included all the head table, while Bob Hurwitz presented Joe with a 16mm. projection machine. . . . New officers of the British Columbia Exhibitors Association are Owen Bird, president; Max Chechik, vice-president; secretary, Gerry Sutherland; and treasurer, Earl Hayter. Retiring president is Len Johnson. . . . Richard Newman, columnist, London Free Press, is back after a show-tour of Europe. . . . L. J. Williams, operator, Port Elmsley Drive-In, eastern Ontario, offers the only drive-in with mosquito control. . . . Two houses are to be built in Medicine Hat, Alta. Adolph Dederer will build a 900-seater, the largest in the city. Another, to be built by Hardy Diemart, will not be finished until next spring. . . . A few theatres are included in the plans for the construction of a huge hotel, stores, and office buildings.

(*Continued on page* 21)

A committee meeting for the planning of the London charity premiere of 20th-Fox's "Daddy Long Legs," Carlton, for the benefit of the Invalid Children's Association, was held recently at the Mirabelle Restaurant, and present were, left to right, Robert Duval, John Ware, Jock MacGregor, Billy Wallace, and H. Lawrence, manager, Carlton.

Balaban Answers Rap At Toll-TV By Sarnoff

NEW YORK—Barney Balaban, president, Paramount, last week took the occasion of the company's annual stockholders' meeting to refute what he termed the "pious declarations" of General David Sarnoff, board chairman, National Broadcasting Company, who has attacked "pay-as-you-see" television and the interest of motion picture companies in this projected new form of entertainment.

"General Sarnoff issued a statement," declared Balaban, "attacking the motion picture industry and Paramount in particular. He attempted to defend the vested interest of the big networks in maintaining the present system of so-called 'free TV.' His concern about the preservation of the status quo is thoroughly understandable. The 'free TV' which he champions has brought his combined companies well over a billion dollars from royalties on every TV set made in this country and from sales of goods and services. Ultimately, it was the public who paid for it! There is far less freedom in the TV market place because of its present dominance by the giant networks than in any other form of entertainment distribution. NBC controls the production of shows, their distribution, and decides who shall be affiliated with its network and who shall not. Station affiliates are bound to the networks through their dependence upon them for the only quality programs presently available. It is a few executives of the networks and a handful of sponsors who determine what the public shall see. It is the promotion of commercial products on television that dictates the kind of programs we have on television. It is the sale of merchandise rather than the inherent value of the program that sets present TV standards."

Balaban emphasized the inconsistency of General Sarnoff's position in simultaneously deploring the possibility that motion picture companies might influence the TV industry through "pay-television," and at the same time berating the motion picture industry for refusing to turn over pictures to television.

"One gets a little weary of these pious declarations about the motion picture companies in their relation to television. No one has a patent on how to make motion pictures. Anyone can make a motion picture who has the talent and the money to do so. There is nothing to prevent NBC, or any of the other networks, from investing in quality production motion pictures as we do in our business. If they think it is economically feasible at this time to make high budget pictures for 'free' television, why doesn't General Sarnoff lead the parade? His company has had a wide experience in this field, having controlled, for a considerable period of time, a major motion picture company which owned theatres and produced and distributed motion pictures throughout the world. The answer is a very simple one. Sponsors cannot afford to pay for a million dollar or multi-million dollar production and then give it away."

Balaban reaffirmed his faith in the coin-box Telemeter system as being the most practical for "pay-as-you-see" television. He further stated his firm conviction that the advent of paid television is "inevitable." Balaban also announced that Chromatic Television Laboratories, Inc., an affiliate of Paramount, would shortly be demonstrating a color television set using Chromatic's 21-inch single-gun Lawrence color tube, which can be manufactured and sold to the public at less than $500.

The Paramount president estimated that the results for the second quarter of this year will "show a healthy improvement" in operating profit over the second quarter of 1954.

All present board members were re-elected, and United Shareholders of America presented an award to Balaban for his achievements in management-shareholder relations.

Japanese film star Shirley Yamaguchi, who stars in 20th-Fox's "House Of Bamboo," is seen in New York recently meeting and greeting the crew of the U. S. Coast Guard Ice Breaker "Westwind."

Writers Guild Bars Reds

HOLLYWOOD—F. Hugh Herbert, national chairman of the Writers Guild of America, West and East, revealed last fortnight that the three constitutional amendments referred to a vote by the recent annual meeting in New York and Los Angeles have been passed by more than the necessary two-thirds majority.

Two amendments affect only the Western constitution. The third, and most important, affects both constitutions and denies membership in the Guild to any writer who states before a Congressional committee he is a member of the Communist party, or who is convicted in court of violating the Smith Act. A code of working rules covering standard practices in fields of the Guild's jurisdiction was passed also by a large majority.

H. L. Clarke Mourned

CHICAGO—Harley L. Clarke, former president of the $400 million Utilities Power and Light Corporation, died last fortnight at the age of 73 at his home in suburban Mount Prospect.

Clarke's interests were not confined to the huge holding company which he controlled. In 1930, with a group of associates, he gained control of the Fox Film properties but, as the depression grew worse, he was forced to withdraw from the venture.

Survivors of Clarke, whose personal fortune has been estimated as high as $60 million, are his widow, a daughter, and a son.

IFE Seeks Autonomy, Wider U.S. Market

NEW YORK—Seymour Poe, new executive vice-president, IFE, recently revealed that his company had hopes of increasing its gross through the system of distributing quality products. Poe stated that IFE would not succeed if they were to continue their present policy of catering to the art houses. It is important that top films be obtained which can be shown in any theatre in the U. S. Poe further stated that IFE must not be known as a company that handles just any films, regardless of quality. The new vice-president put the blame on exhibitors, and not the public, for unenthusiastic reception to Italian films. The exhibitors do not realize that IFE products can have great boxoffice draw if properly handled, he said.

Poe announced that he would leave for Rome where company policy will be discussed with the board of directors. Poe will make suggestions to the effect that substantial advances and guarantees be given to worthy films. IFE's present policy is to make no guarantees concerning films they obtain for release.

It was announced by Poe that IFE has reached the point where it could be autonomous and be responsible for its own decisions as well as the consequences arising from those decision. The Rome discussions will go far in clarifying this matter, with Poe asking for complete autonomy within a framework so that the American company can acquire products, negotiate with producers, etc., without first having to check with Rome.

13 From 20th-Fox

NEW YORK—With the number of releases from 20th-Fox in 1955 expected to hit 28, the company last week announced that 13 major, top-budgeted attractions will be placed in national release between June and October. Of the total, 12 are in CinemaScope and color, and one, "A Life In The Balance," is a standard dimension release in black and white.

Heading the June releases is "The Seven Year Itch." Also in June are "Soldier Of Fortune" and "The Magnificent Matador." July releases are "House Of Bamboo" and "How To Be Very, Very, Popular." Other July releases are Panoramic Productions' "A Life In The Balance" and the first CinemaScope featurette, "The Living Swamp."

August releases are "The Virgin Queen" and "Left Hand Of God." September releases are "Love Is A Many-Splendored Thing" and "The Tall Men." October releases are "Seven Cities Of Gold" and "The Girl In The Red Velvet Swing."

Terrytoons Go C'Scope

NEW YORK—The first Terrytoons animated cartoon in CinemaScope, "An Igloo For Two," starring "Willie The Walrus," has been introduced by Paul Terry. This marks the entry of the world-known cartoonery into wide-screen production for 20th-Fox.

According to Terry, head of Terrytoons, Inc., which has been in existence since 1929, all Terrytoons productions in the immediate future will similarly be produced in CinemaScope.

THE STORY OF THE LOVE THAT LEFT THE

FILMED IN EGYPT BY THE LARGEST LOCATION C

For

JULY 4th,

Warner Bros.

PRESENT

THE ENTERTAINMENT WONDE

BEYOND ANYTHING

THE SCREEN HAS SEEN

HOWARD HAWKS'

SPECTACULAR RE-STAGIN

OF THE BUILDING OF TH

FIRST WONDER OF THE WO

LAND OF PHARAO

Her treachery stained every stone of the Pyramid!

CINEMASCOPE

WARNERCOLOR · STEREOPHONIC S

STARRING

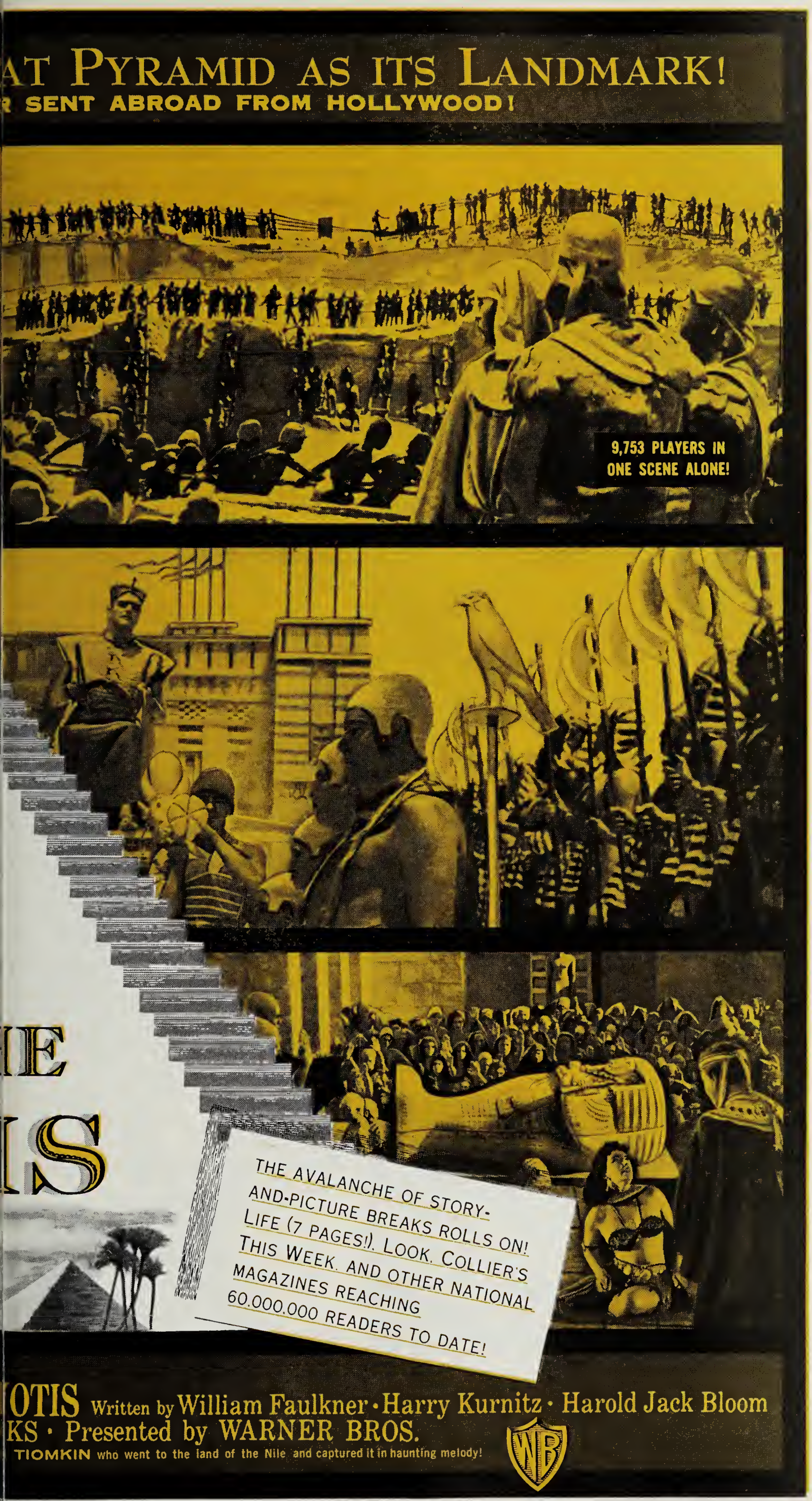
JACK HAWKINS ◆ JOAN COLLINS

A Continental Company Ltd. Production

DEWEY MARTIN ◆ ALE

Produced and Directed by HOW

Music composed and conducted by Academy Award



THE BIG TRADE SHOWS JUNE 20

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.

BUFFALO
20th Century-Fox Screening Room
290 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
20th Century-Fox Screening Room
1638 Central Pkwy. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 8:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Ogden Theatre
2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
20th Century-Fox Screening Room
1620 W. 20th St. • 2:00 P.M.

MEMPHIS
Crosstown Theatre
400 North Cleveland St. • 10:00 A.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. North • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 So. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Universal Screening Room
251 No. 13th St. • 2:00 P.M.

PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies • 1:30 P.M.

PORTLAND
21st Ave. Theatre
616 N.W. 21st Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
20th Century-Fox Screening Room
245 Hyde St. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Ambassador Theatre
18th and Columbia Rd.
13th & E. Sts. N.W. • 10:00 A.M.

Committee Against Toll-TV Files Argument To Meet FCC Deadline

WASHINGTON — As the deadline approached last week for the filing of briefs with the Federal Communications Commission for and against Zenith Radio Corporation's controversial subscription television plan, arguments were heard and statements made in every quarter, notably by the Committee Against Pay-As-You-See TV.

The joint exhibition committee, co-chairmaned by Alfred Starr, TOA, and Trueman Rembusch, National Allied, filed a brief with the FCC, through general counsel Cohn and Marks, arguing that power to authorize toll-TV was not invested in that body by the Communications Act of 1934, and that no action should be taken anyway without enabling legislation from Congress, inasmuch as the Communications Act was amended in the light of an advertising-support pattern and other conditions which would no longer exist, supposedly, with the introduction of a toll system.

The 167-page document, speaking for 75 per cent of American exhibition, is the result of four months' research in economics, engineering, entertainment, and law. In its anti-toll arguments, it contends that FCC approval of the new medium would mean the eventual destruction of free television through a monopoly of talent, and that it would impose an undue financial burden on those least able to afford it, estimating, on the basis of the five-year-old phonevision experiment in Chicago, that the American family would need $1156 a year to receive programs now offered for nothing, not including $80 or more to equip with unscrambling devices 37 million sets now in use, at a public investment of $10 billion, which was made with the understanding programs would be free on FCC-allocated channels.

The brief points out the danger to the financial well-being of the exhibitors it represents, conceding that selfish interests have prompted action. However, many other groups are also represented on the committee, notably labor unions, radio and TV station owners, set owners, and trade associations, and the argument is advanced that the toll proposal to "seize" an established medium is not in the public interest, regardless of the source of comment. The opposition statement further emphasizes that the pay proposition would utilize facilities of a billion dollar industry, created by other interests, for its personal profit without investment, and that the promises of proponents for better programs are in the haziest of speculative categories, which, in short, would replace, not supplement, free TV. "Subscription television," the FCC is told, "is still a service intended only for subscribers," and it is pointed out that only those who can afford to pay would enjoy any kind of television once the free medium was buried.

The committee's brief also offers alternate suggestions in the event that FCC approval is secured for toll-TV. Insisting on public hearings with witnesses cross-examined under oath, previous to approval, it goes on to ask that the FCC require Paramount, after approval, to divest itself of film production, in accordance with the federal trust decision against the industry to the effect that the producer of a film cannot be its purveyor. Paramount controls the International Telemeter Corporation, which seeks, with Zenith, the FCC go-ahead on the toll-system.

Another voice heard from last week was that of General David Sarnoff, chairman of the board, National Broadcasting Company and Radio Corporation of America. Sarnoff joined the ranks of the opposition, supporting the points of the joint exhibition committee, and emphasizing that toll promoters carefully avoid any commitment that the medium would not carry advertising. He expressed concern that film producers might gain control of television, and ended by accusing the proponents of "speaking out of both sides of their mouth at the same time."

Answering comments on both sides of the controversy may be filed with the Commission up until July 11. The deadline for briefs was June 8.

Three Pay-TV Firms Supply Answering Briefs

WASHINGTON—The first brief by a toll-TV company advocating approval of subscription television by the Federal Communications Commission was filed jointly last week by Skiatron TV, Inc., headed by Matty Fox, and Skiatron Electronics and Television Corporation, Arthur Levey, president, using the term Subscriber-Vision to describe their toll system. The Fox company holds a 99-year franchise from Levey's organization, which developed the system and holds the patents.

The 81-page document maintains that toll-TV will be able to compete with theatres for top motion pictures and would serve to rejuvenate and re-create the Hollywood film industry with the result that revenues would be substantially increased because of a reduction in distribution costs. Original investments in production costs would be tied up a shorter time, Skiatron says, because the period of distribution would be shorter. The brief also points out that subscribers would be able to pay prices high enough to bring about the release of the extensive film libraries of the majors which, in the case of MGM and 20th-Fox, are reportedly valued at more than $25 million each, and that the toll system would encourage production of features specifically for TV, which could bring a new industry, with new talent, into being.

Skiatron states that if FCC approval is forthcoming, it will be operating within nine months, with an initial program schedule of 18 hours a week, and an early increase to 26 hours. The brief announces that the companies' unscrambling devices would be sold, at first, through normal retail outlets, and later incorporated in every set manufactured. The initial cost of the device is estimated between $40 and $50, with an installation charge of $5. Program charges would range from 25 cents to $2, with a proposal to eliminate commercial advertising.

Following close on Skiatron's heels was the Zenith Radio Corporation, which filed another brief in favor of the pay plan, in this case Phonevision. If Zenith "has its way," commercials would be eliminated for subscribers and networks would be prohibited from charging the public for programs now sponsored by advertisers. Not more than 15 per cent of broadcast time would be on a fee basis. The decoding devices would be rented at a "nominal charge," not sold. While promising subscribers "boxoffice quality" entertainment such as Broadway shows, first-run films, important sports events, and the like, Zenith remained uncommitted to any definite programming. Meanwhile, in Chicago, Zenith president E. F. McDonald, Jr., charged that Radio Corporation of America board chairman David Sarnoff, who recently attacked the toll-TV proposal, at one time sought to gain control of Phonevision.

The Paramount-controlled International Telemeter Corporation, filing still another statement seeking FCC approval, attempts to refute charges that a pay plan would have a detrimental effect on film exhibitors, taking the position that the competitive force of subscription would stimulate the industry with the result of competitive co-existence to the benefit of the public. The brief denied the premise that television of any form can ever replace entertainment-in-the-theatre, citing that the threat of sponsored television following the war failed to have the anticipated disastrous effect on the film industry but, instead, prompted new methods and processes to compete.

Producer Howard Pine recently showed William Roberts the Southern California Motion Picture Council's award of outstanding merit for U-I's "The Private War Of Major Benson." Roberts collaborated on the screenplay for the film.

New Cartoon Company Formed

PHILADELPHIA—The formation of Brian Cartoons, Inc., in conjunction with the operation of Louis W. Kellman Productions has been announced. The new organization will produce special color theatrical cartoons for national and international distribution.

The new firm has acquired a specially designed Oxburry Electronic Animation Unit which, according to President Louis W. Kellman, gives Brian Cartoons the latest in technical advances and the elimination of many manual operations formerly associated with the creation of animated material.

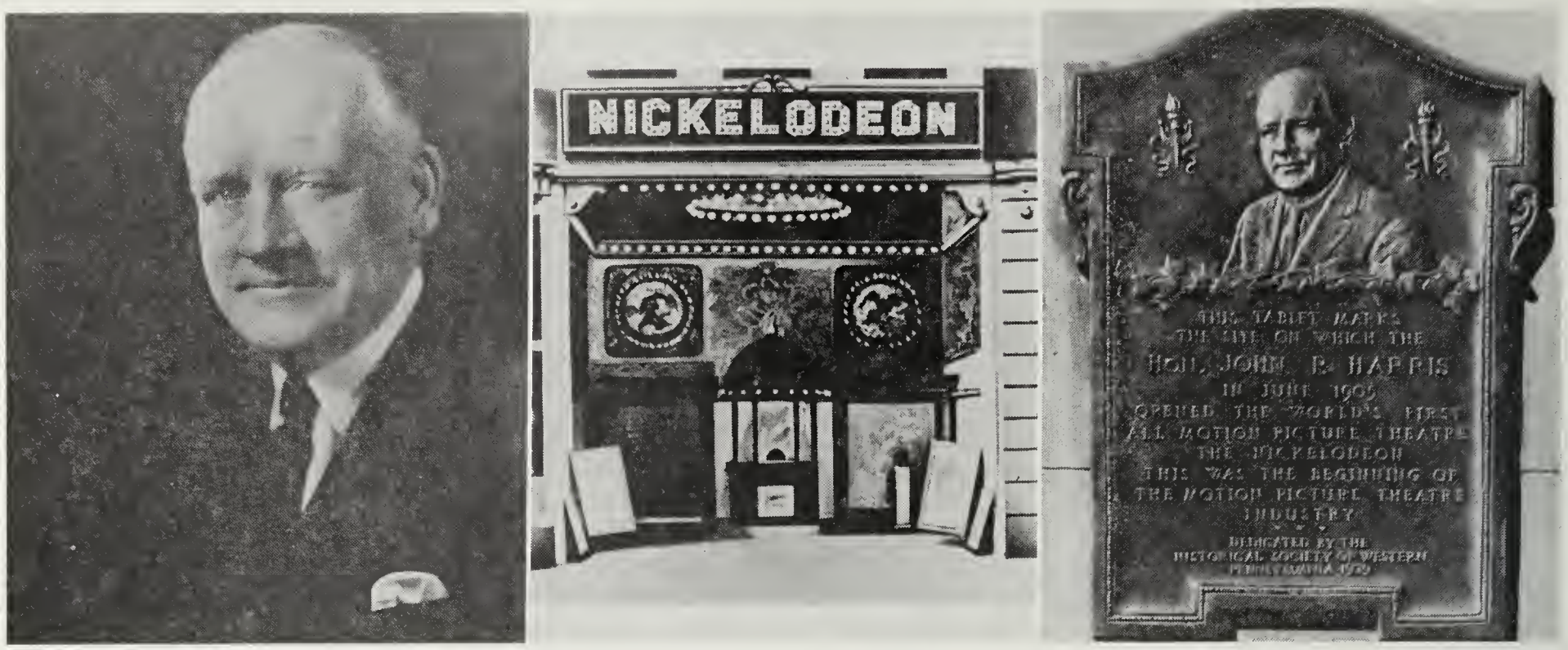
In July we'll teach you

"How to Be Very, Very Popular"

FROM THE PRODUCER OF "HOW TO MARRY A MILLIONAIRE"! * *

IN CINEMASCOPE

20th Century-Fox presents BETTY GRABLE · SHEREE NORTH · BOB CUMMINGS · CHARLES COBURN · TOMMY NOONAN in HOW TO BE VERY, VERY POPULAR · with Orson Bean · Fred Clark · Produced, Directed and Screen Play by NUNNALLY JOHNSON * * . COLOR by DE LUXE



The 50th anniversary of the founding of the first Nickelodeon, birthplace of the exhibition of motion pictures, is about to take place. On the left is John P. Harris, who founded the first Nickelodeon in Pittsburgh in 1905; in the center is an old shot of his theatre; while on the right is a reproduction of the plaque marking the site on which the world's first movie was erected, presented by the Historical Society of Western Pennsylvania.

Nation Marks Golden Anniversary Of John P. Harris' Nickelodeon

PITTSBURGH—On Sunday, June 19, motion picture exhibitors throughout the nation will join in celebrating the Golden Anniversary of the Nickelodeon, the world's first movie theatre.

While the 50th Anniversary of the Nickelodeon will be a nation-wide observance, Pittsburgh, where the late John P. Harris and his family have meant "Show Business" since before the turn of the century, will be the focal point. Governor George Leader, Mayor David L. Lawrence and his entire official family; Allegheny County Commissioners John J. Kane, Harry Fowler and John M. Walker; the Western Pennsylvania Historical Society, and the Variety Club are cooperating in elaborate plans for the observance.

It was a daring venture for Harris, back in 1905, when he remodeled a small store, hung a muslin sheet on one wall, set up 96 chairs and opened for business as a theatre for movies exclusively. However, it was a risk that proved spectacularly successful and was the spark that ignited the drive that changed America's entertainment habits, brought thousands of beautiful movie palaces to the nation and, in at least three instances, altered the careers of men who became leaders in the motion picture industry.

There had been movies previously shown; in fact, Harris had shown them in one of his theatres as early as 1897, but until the opening of the Nickelodeon, these films were only an added attraction for vaudeville and stock company programs. The name, Nickelodeon, was coined by combining the admission price with Odeon, the Greek name for theatre. It opened as a continuous performance house from 8:00 a.m. until around midnight, with the shows running from 12 to 20 minutes in length. It was also the beginning of the double feature program, for the opening features were "Poor But Honest" and "Baffled Burglar."

This new entertainment caught on immediately and during its 16 hour daily grind it averaged nearly 7000 paid admissions a day with nearly 1000 of these standees.

The success of this new entertainment was noted by a salesman of men's clothing at Kaufmann's department store across the street. "I looked across the street and saw the nickels rolling in at John P. Harris' Nickelodeon," Harry M. Warner once said in telling of his inspiration for getting into the motion picture business. Warner and his brothers, Sam, Albert, and Jack later had movie houses in New Castle, Pa., and Youngstown, O., that started them on their way first as film distributors and then as the Warner Brothers Pictures Corporation.

A jewelry store a few doors from the theatre also had observers keenly interested in the crowds attracted by the Nickelodeon. The jeweler was Lewis J. Selznick, who later became an industry leader and whose sons, Myron and David, became outstanding producers.

For Harris, the founder, the Nickelodeon was the start of a new phase of show business that saw Harris Enterprises expand into a chain of highly successful motion picture theatres.

Today the business is headed by his son, John H. Harris, who carries on not only with the theatres, but as president and producer of the internationally famous Ice Capades; Ice Cycles; and the Pittsburgh Hornets hockey team.

Celebration headquarters has suggested a variety of campaigns with which exhibitors all over the country can take advantage of the Nickelodeon anniversary. Mayors and other civic officials, in many localities, can be approached for participation in the celebration by declaring a "motion picture week," newspapers can be provided with an abundance of feature material to publicize the event. Some research into the beginnings of motion picture exhibition in various areas will provide interesting and applicable feature copy.

AB-PT Goes After Teen-Age Audience

NEW YORK—Plans designed to increase theatre attendance among children and teen-agers either have been inaugurated, or will be shortly, in the affiliated circuits of American Broadcasting-Paramount Theatres, according to a statement last fortnight by vice-president Edward Hyman, who explained that the program is an outgrowth of AB-PT president Leonard Goldenson's long-advocated ideas.

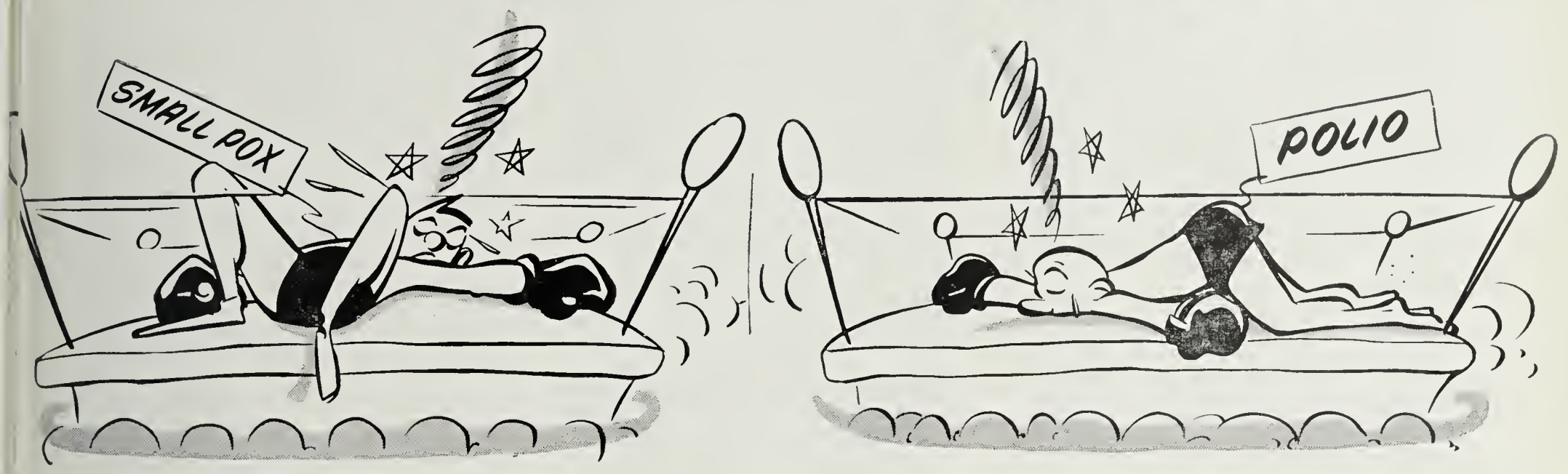
The boost-attendance methods will range from intermediate price scales to talent contests. United Detroit Theatres will begin shortly a talent search to be climaxed with a grand performance at the Michigan, covered by radio and TV tie-ups, awarding a trip to Hollywood for screen tests to the winners. Des Moines' Tri-State Theatres has launched several programs, varying from lower price scales to forming teen-age film clubs, arranging merchant tie-ins with special children's shows, winning school cooperation, and the like. Henry Plude, Capitol, Davenport, Ia., commented that after three weeks the new methods had secured many new teen-age patrons.

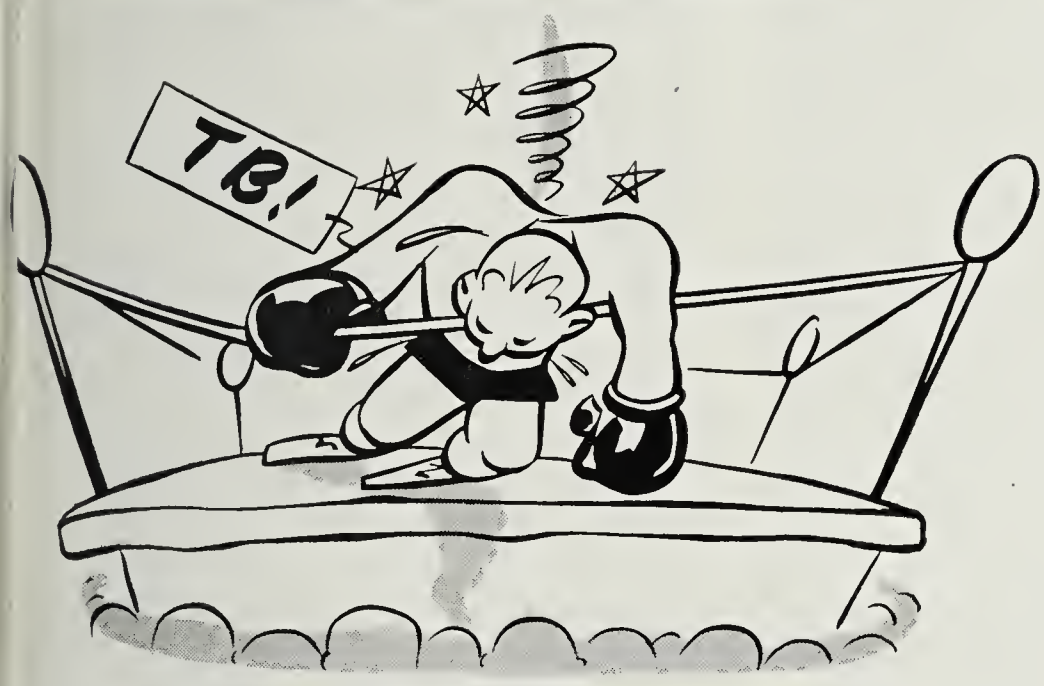
Hyman added that the wealth of material gathered from actual, practical experience by AB-PT will be forwarded to distribution and production organizations in order to win their cooperation, in addition to being made available to the industry. The experience garnered from the new approach will be one of the highlights of the forthcoming annual meeting of AB-PT affiliate executives, Hyman said.

Nine Suits Settled

NEW YORK—Nine anti-trust suits brought by David and Benjamin Weinstock, Raybon Theatres Corporation, seeking $20 million in damages from nearly all major distributors, were settled out of court last week for $100,000. Adjustment on the suits followed dismissal with prejudice of the Normandie Amusement Company action in the U. S. court for the southern district of New York.

MR. SHOWMAN IT'S YOUR FIGHT!





YOU CAN HELP SCORE THE FINAL KNOCKOUT!

The Will Rogers Memorial Hospital at Saranac Lake, N.Y., is a *free* tubercular institution serving any member of our amusement industry in need of treatment.

Despite the generous donations from *within* our industry to the annual Christmas Salute, more funds are needed to raise the percentage of cures from 94% to 100%. We must seek help from *outside* our business, through a special *one-day* theatre audience collection campaign in mid-August.

Won't you please pledge your theatre to show the appeal trailer and make the collections?

ONE DAY AUDIENCE COLLECTION DRIVE

BENEFIT OF

WILL ROGERS MEMORIAL HOSPITAL and RESEARCH LABORATORIES

SARANAC LAKE, N. Y.

Here's my Pledge, Mr. Fabian!

DATE_____

Mr. Si Fabian, *Nat'l Chairman,*
Will Rogers Special 1-Day Collection,
c/o Stanley-Warner Corp.,
1585 Broadway, New York 36, N.Y.

You may depend upon my cooperation in showing the Will Rogers Hospital appeal trailer and taking up audience collections for at least one day during the week of August 15, 1955.

_____
YOUR NAME—PLEASE PRINT PLAINLY

_____ THEATRE

CITY_____ STATE_____

CAPACITY_____

60 Million Votes Are Anticipated For National Audience Awards Poll

NEW YORK—The Council of Motion Picture Organizations, Inc., expects a vote of between 50 and 60 million people in its National Audience Awards Poll scheduled Nov. 17 through Nov. 27, according to an announcement last fortnight by Elmer C. Rhoden, national chairman of the poll.

Rhoden appealed for enthusiastic industry support "to make the Audience Awards program the most effective public relations activity ever conceived by this industry."

Rhoden stated that regional meetings to further the interests of the poll will be held this summer in all exchange cities. Leading exhibitors and film exchange executives will attend to receive in detail all information concerning the successful exploitation of the Audience Awards program.

Co-chairmen Wilbur Snaper, Sam Pinanski, and Al Lichtman urged every exhibitor to enlist his theatre in the awards election. "Aside from its enormous public relations benefits for our industry," the statement says, "the Audience Awards, in our view, will mean heightened public interest in pictures and a definite enhancement of the boxoffice value of several pictures. Coming at the beginning of the Christmas holiday season, the announcement of the awards will make it possible to re-release several of these pictures, thus providing powerful attractions for our theatres at a time when new product is normally in short supply."

In a later announcement, COMPO revealed that 72 pictures, featuring 184 stars, are listed on the first of the three ballots for exhibitor nominations. Each theatreman is urged to fill out the ballot at once and mail it to Price Waterhouse and Company, 56 Pine Street, New York 5, N. Y.

All pictures listed on the ballot were submitted for nomination by the sales managers of the distributing companies. U-I heads the list with 16. Other entries are MGM, 13; 20th-Fox, 10; Columbia, 7; Warners, 7; Paramount, 6; Allied Artists, 5; RKO, 4; and United Artists, 4.

Each exhibitor is entitled to nominate not more than 10 pictures, and not more than 10 personalities in each of the other four categories on the first nominating ballot. July 11 is the voting deadline.

The initial ballot lists the pictures, bearing the Production Code seal, released between Oct. 1, 1954 and March 31, 1955. Subsequent ballots will be sent to exhibitors for nomination of pictures released in the April-May-June and the July-August-September periods.

There were no pictures submitted for nomination by independent or foreign distributors on the first ballot, although foreign and independently produced films bearing the Production Code seal, and released within the stipulated period, are eligible.

Warners Names Benson

HOLLYWOOD—Mort Blumenstock, Warners vice-president in charge of advertising and publicity, last week announced the appointment of Hugh Benson to Bill Hendricks' studio publicity department to work on radio-TV promotion and publicity.

Starr Honored By TTOA; Tune Elected To Head Unit

NASHVILLE, TENN.—Alfred Starr, co-chairman, Committee Against Pay-As-You-See TV, was honored last fortnight by the Tennessee Theatre Owners Association, of which he is a director, at a testimonial luncheon during the association's annual meeting. Starr was cited as Tennessee's "most distinguished contribution to organized exhibition," and attention was called to his active role in combatting subscription television and his many civic activities, ranging from aid to the National Symphony Orchestra to the promotion of medical education.

The meeting of TTOA, affiliated with Theatre Owners of America, was presided over by vice-president Norton Tune, Shelbyville, in the absence of president Stacy Wilhite, Cooksville, who was ill. At an election, Tune was elected to the presidency to succeed Wilhite, and W. Russell Holder, Rockville Amusement Company, Nashville, was named vice-president; the secretary-treasurer's place went to Aubrey Crouch, Nashville, and directors elected were Starr, Bijou Amusement, and Kermit Stengel, formerly president, Crescent Amusement.

Wanger Heads New TV Group

NEW YORK—Walter Wanger was named president last fortnight of Sheraton Closed Circuit Television, Inc., a subsidiary of the hotel-operating Sheraton Corporation of America, which will arrange facilities for closed-circuit business meetings, primarily. The service will be offered to groups across the country which have messages for the public, and entertainment programs will be initiated also, probably in the fall, for selective small audiences.

Other officers of the Sheraton subsidiary, under the coordination of Robert L. Moore, Jr., advertising director and former TV producer, are William P. Rosensohn, executive vice-president, and Robert Rosencrans, vice-president. Both men formerly were with Box Office Television, Inc., in executive capacities.

Stock Notes

WASHINGTON—The Federal Securities and Exchange Commission reported last fortnight that Bernard E. Smith, Jr., bought 14,250 shares Republic common stock in April, increasing his holding to 30,000 shares, and that a partnership of which he is a member increased its holdings from 1000 to 6600 shares in the same month.

Other reported transactions were the sale of 500 shares of National Theatres common by Peter Colefax, who retained 1500 shares; 1000 shares of Columbia common by Joseph A. McConville, who retained 3,148; and 420 shares of Allied Artists common by Harold J. Mirisch, leaving him with 100 shares in his own name and 24,400 in holding companies which he controls.

TV Value Apparent In Disney Income Rise

LOS ANGELES—Gross income of Walt Disney Productions and domestic subsidiaries for the six months ended April 2, 1955, first half of the current fiscal year, totaled $9,876,175, an increase of $5,544,348 over the $4,331,827 reported for the corresponding period a year ago, President Roy O. Disney said last fortnight in a letter to shareholders. The company's 1955 annual report pointed out that gross film rental income for the current year is not comparable with that of prior years because of the recent adoption of the policy of distributing certain pictures through a wholly-owned subsidiary, Buena Vista Film Distribution Company, Inc.

After all charges, consolidated net profit for the six months ended April 2, last, was $430,048, equal to 66 cents per share on the 652,840 shares of common stock outstanding. This compared with a profit of $283,662, or 43 cents a share for the same months a year ago.

Walt Disney Productions' new hour-long television program, "The Mickey Mouse Club," will be telecast five days a week between 5 and 6 p.m. in each time zone beginning Oct. 3, the report said. "Disneyland," the company's current weekly television show, will continue on Wednesday evenings and is now estimated to be reaching in excess of 50 million viewers every week.

Disneyland Park, Anaheim, Cal., will be previewed nationally over the ABC network on a 90-minute live telecast Sunday, July 17, at 4:30 p.m. Pacific Daylight Saving Time. The telecast will be sponsored by American Motors, Swift and Company, and The Gibson Art Company, three of the more than 40 prominent American firms which will be represented as exhibitors or concessionaires. On the following day, the park will be opened to the public, the report stated. Walt Disney Productions, which already holds $500,000 in stock of Disneyland, Inc., will increase its investment by an additional $1,250,000. American Broadcasting-Paramount Theatres, Inc., is also making an additional investment in the new company proportionate to its stock holdings therein.

Senate Group Studies Code

WASHINGTON—Hearings to be held in Los Angeles this week on the adequacy of the industry's production and advertising codes were announced last fortnight by Senator Kefauver (D., Tenn.), chairman of a Senate judiciary subcommittee on juvenile delinquency. Twenty witnesses are expected to be heard during the three-day session probing the effect of crime and horror films on juvenile behavior. The film industry is but one medium of public communication which the subcommittee is investigating, in a manner similar to that of the comic-book industry probe last year.

Industry officials will assist in examining and evaluating the code with the subcommittee, whose members are, in addition to Kefauver, Senators Daniel (D., Tex.), Hennings (D., Mo.), Langer (R., N. D.), and Wiley (R., Wis.).

LETTERS TO THE EDITOR

I want to express my appreciation for the many fine editorials you have written, they state our problems more effectively than any other comments I have read. The last time I wrote was several years ago in regard to ASCAP, long before the court decision on this matter. At that time, I called attention that a copyright owner could not legally pursue his copyright charge along the line to the final consumer. Now may I say a word in regard to closed television which is to be shown at selected theatres or as "pay-as-you-see" at home. I have not had the time or inclination to pursue the various arguments in favor of the above and, therefore, may be out of date with what is stated below.

First: Sending entertainment over telephone wires is a violation of the telephone company's charter in the state of Connecticut and, I believe, the charters of companies in other states. Their charter gives them a franchise for "systems and methods of communication from and between any and all towns by means of telephones and telephonic apparatus. There is nothing in their charter permitting them to engage in the entertainment business and, by no stretch of the imagination, either in law or plain common sense, can entertainment through telephone be classified as communication. If a telephone company can enter the entertainment business, they can also enter the advertising business and solicit accounts to be shown either for a fee on each telephone or "for free" for a lump sum paid at the main office to anyone who wishes to dial in on their closed circuit. By what right can a telephone company claim this privilege to use their lines over our highways and our individual property for their personal profit?

Second: It seems to me that broadcasting companies should be alert to this danger. If telephone companies can broadcast pictures over their lines, why should they require a broadcasting company? Surely, they can set up the apparatus in one of their own rooms and bypass the broadcasting company entirely. It would be simple for them to operate without the costly apparatus needed by the broadcasting companies. Theirs is a captive audience made up of the most select of America's customers, namely those who have a telephone. Their picture would certainly be free from the hazards of weather or atmospheric disturbances. Still further, there would be no interference from the Federal Communications Commission and none of its regulations would apply to them. Therefore, it appears to me that broadcasting companies should bestir themselves on the danger of this business. What a bonanza it would be for the telephone companies! For a fixed fee, General Foods, General Motors, Gillette, etc., could give their programs "for free" over a closed circuit via telephone to all who wish to plug in on the telephone's individual setup. The implications of all this are immediately apparent. If you find anything I have written of interest, I would be pleased to have your comments.

GEORGE LE WITT
Attorney and Exhibitor
New Britain, Conn.

All Unsolicited

(The letters from readers of MOTION PICTURE EXHIBITOR which appear on this page are all unsolicited.

MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters to the publication.—Editor)

I loved your editorial, "The Noose Hangs High." (April 27.) If everybody thought as clearly into the future as the direction your thinking points to, there would be no question of an organized industry fighting toll-television, including the producers. Personally, I am of the opinion that the group of people that are going to be put out of the business faster than anybody else, if I were writing your nightmare story, would be the producers.

HARRY BRANDT
Brandt Thetares
New York

I think your MOTION PICTURE EXHIBITOR and plus services are wonderful. Thanks again for reminding me to renew.

GLEN E. PENSE,
Bay
Morro Bay, California.

OUT OF THE VIOLENCE AND INTRIGUE OF DARKEST AFRICA—

Mammoth Serial Thrills from Columbia

ADVENTURES OF CAPTAIN AFRICA

Mighty Jungle Avenger!

The world's last frontier inspires a trail-blazing episode adventure that keeps the screen at fever pitch week after week!

starring
JOHN HART as CAPTAIN AFRICA
with
RICK VALLIN · BEN WELDEN · JUNE HOWARD · BUD OSBORNE
Story and Screen Play by GEORGE H. PLYMPTON
Produced by SAM KATZMAN
Directed by SPENCER G. BENNET
A COLUMBIA SUPER-SERIAL

USE COLUMBIA'S HOT CAMPAIGN BOOK TO SELL THE SCREEN'S HOTTEST SERIAL!

Konecoff

(*Continued from page 4*)

depend on the old standby of "how big is the cast"; producers will see that it's to their advantage to prepare special publicity material, book and schedule tours for their budding personalities, who will be the older stars of the future, and even place more of these under contract so that the proper development can be to their advantage; picture-makers will have information at their command never before available to this degree, when the public through its voting becomes a part of the industry.

Rhoden pointed out that in the past, this audience poll was never put into effect because there was no organization on the order of COMPO in the business, and that with it, the future can be handled with a united front for the benefit of all concerned. This year will become a historic one in the annals of the industry when the campaign reaches the heights that it should, and he urged all exhibitors to fill in their ballots and questionnaires completely and intelligently, even checking their playoff records for accuracy.

Others who addressed the group included Leonard Goldenson, president, American Broadcasting-Paramount Theatres, Robert Coyne, executive director, COMPO, and Charles McCarthy, ad-pub head of the organization.

MAKING MONEY: The other morning we saw neophyte producer and director Jack Rose and Mel Shavelson, respectively, when they were in town to promote their first venture from behind the camera, "The Seven Little Foys," which premieres at the Criterion shortly. After propping open eyelids, having come from appearing on a television show which can be classified as either an early, early show or a late, late, late show depending on how and when you look at it, they reported that this end of the biz was the nuts, especially since they own a piece of the film.

The pair, who have been around in the writing end for years as well as in publicity, used to write radio shows for Bob Hope and Milton Berle, as well as pictures for Danny Kaye, Hope, and a number of Warners pictures. Now they have formed Scribe Productions and have signed a deal with Paramount to make one picture per year for three years plus an option for two more. They also plan outside films with Hope Productions calling for three features with the comedian.

They regaled us with bits of important information like Hope is going to travel with the picture for openings to be held for the benefit of Cerebral Palsy, and that he will particularly exert himself because for the first time he drew no salary but rather is in for a piece of the picture. They thought that the deferment method of making pictures was the "cat's meow" since everyone concerned works harder, rehearses early and long, does his best all the time, and follows through when the film is ready for release.

The pair's next two films will be "Beau James," by Gene Fowler, with Hope portraying Jimmy Walker in semi-serious vein, to roll in the summer of 1956 with no release set as yet, while "Kitty Hawk, The Story Of The Wright Brothers" will go as soon as the cast can be set. Both will be made in color, and the process used will depend a great deal on the release. They would prefer Vista-Vision.

They were on this biographical kick (Foy, Walker, and the Wrights) because these can be treated lightly. They can also get away from the formula pattern with the public going for the fresh approach. In making their films they are endeavoring also to keep the overseas market in mind as "that is where the profit comes from."

On the subject of the Production Code, they saw signs that it was beginning to come of age and made the observation that it seems to lean towards leniency in times of economic stress when competition for the entertainment dollar is keener. The thought was expressed that perhaps a swing towards the European method of classifying pictures for adults and for children ought to be tried here. They opined that the Legion of Decency has done a good job, but its presence and influence does hamper writers at the start of a film since they don't know what will pass and what won't.

Shavelson and Rose thought that distributors and producers were more conscious of the exhibitors' problems these days since they no longer have theatres of their own and must compete with others in getting screen playing time. As for an actual film shortage in theatres, they said that this was due to producers being more careful as to the pictures they make. They are no longer turning out routine product, leaving this to their counterparts in television.

The pair announced that they will concern themselves with the advertising of their films in that they will have an honest approach, believing that the day is past when the public can be fooled by misleading ads. They said the public has grown-up and it is shopping carefully, but give it good, honest, entertainment and it will buy it.

Fair Practice Rules Proposed Solution To Industry Ills

DETROIT—Thomas McGuire, former public relations director, Co-operative Theatres of Michigan, last fortnight proposed the establishment of a set of rules of fair practice as a solution to industry controversies.

The McGuire plan suggests voluntary cooperation between branches of the industry, working freely and legally with government agencies set up to deal with problems and relationships in business. McGuire pointed out that fair practice rules may become binding when agreed to under the aegis of the Federal Trade Commission. To solve individual problems in industry relations, he said committees may be formed with the help of the Small Business Administration.

The former management relations executive noted that film industry members are reluctant to meet jointly with other segments of the industry beyond the normal course of business, and he stressed that this proposal provides an accepted foundation for discussion and solution with the sanction of the FCC and SBA in their respective spheres.

PR Exec Dies

NEW YORK—Hal Horne, public relations executive who was vice-president and advertising director, 20th-Fox, from 1942 to 1945, died last week at 58 of a heart attack, in the Beth Israel Hospital.

Early in his career, Horne was Far West Theatre Circuit general manager, and later headed Horne Theatre Circuit, which he established in San Jose, Cal., before joining United Artists in 1930 as advertising and publicity chief.

Following a period as production manager for Walter Wanger, Horne became eastern representative for Walt Disney Productions and, in 1938, was named distribution vice-president and board member of that firm. Many of his associates credited Horne with the world-wide popularization of Mickey Mouse. After three years with 20th-Fox, Horne formed his own public relations firm.

Survivors include his widow, Lea, national chairman, women's division, United Jewish Appeal, two daughters, a brother, a sister, and four grandchildren.

COMPO Lists Summer Films

NEW YORK—The 45th in the series of COMPO ads in Editor and Publisher which appeared last fortnight lists 40 pictures to be released by 10 major producers this summer to the motion picture theatres of the country.

THE METROPOLITAN SCENE: Paul Schumach, one of the headmen at Metropolitan Photo Service, became a father for the second time. It's another son, Congrats! . . . Norman Witlen, former supervisor of Transfilm's animation camera and optical departments, and Ralph Koch, formerly with Technical Films, have formed K and W Film Service Corporation, and the organization is equipped with two of the finest animation stands in the country, optical benches, art facilities, etc., with which opticals, animation photography, special effects, slide-films, titles, negative cutting, matching, and bi-pack work is produced. They are located at 1657 Broadway and invite inspection. . . . The July issue of Pageant Magazine carries a four-page picture spread on Gina. . . . 20th-Fox was turning handsprings last week because they had six films playing the Broadway area all at once. Anyone guessing all titles correctly and writing a letter in six thousand words or more telling why they like to play 20th-Fox product will receive a pass to see "A Man Called Peter" next Easter. All entries should be addressed to Contest Editor and decisions of the judges are final. No entries will be returned unless a one hundred dollar bill is attached to cover costs of handling, mailing, etc. . . . So many people liked the films in the program known as "Fifty Years Of Italian Cinema" that the Museum of Modern Art is repeating five of the programs. . . . Okeh pressbooks are out on "That Lady," "Soldier Of Fortune," and "Foxfire." . . . The 1956 convention of Theatre Owners of America will be held in the coliseum presently under construction. . . . By the time they get through snipping scenes from "The Seven Year Itch" to satisfy the Legion of Decency there will be only hundreds of laughs instead of the thousand built-in originally.

In The Newsreels

IN ALL FIVE:

West Point, N. Y.: "Old Grad" President Eisenhower attends reunion. Hawaii: Families rejoin freed fliers in Honolulu. Madison, N. J.: Morris and Essex dog show.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 48) Annapolis, Md.: Navy Academy "grads" salute color girl. Yugoslavia: Bulganin and Tito sign declaration. Washington: President Eisenhower uses small plane to fly to Gettysburg, Pa., farm. France: Kayak skippers win over rapids.

NEWS OF THE DAY (Vol. XXVI, No. 282) Annapolis, Md.: Navy Academy "grads" salute color girl. Washington: President Eisenhower uses small plane to fly to Gettysburg, Pa., farm. New York: Dragons at Bronx zoo. England: "Miss England" chosen.

PARAMOUNT NEWS (No. 85) England: Railroad strike. Austria: PW's come home from U.S.S.R. Annapolis, Md.: Naval Academy "grads" salute color girl.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 680) Austria: PW's come home from U.S.S.R. Washington: President Eisenhower uses small plane to fly to Gettysburg, Pa., farm. New York: M. Jacques Flaud, director general, French Bureau of Motion Pictures, arrives. New York: George Washington Carver Award is presented to Joseph Lederer. Annapolis, Md.: Naval Academy "grads" salute color girl.

WARNER PATHE NEWS (Vol. 26, No. 87) Austria: PW's come home from U.S.S.R. Detroit: Last minute pact halts Ford strike. Hollywood: "Giant" stars off to Texas. France: New airliner has jets in tail. Washington: President Eisenhower uses small plane to fly to Gettysburg, Pa., farm. Germany: German line starts air service to U.S.

IN ALL FIVE:

Hawaii: Four U.S. fliers freed by China arrive here. Yugoslavia:: Reds woo Tito. Germany: Reds riot in Berlin. Washington: J. Edgar Hoover honored. Indianapolis: Death rides the raceway.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 38, No. 47) England: Railway strike. England: Distance runners set amazing marks.

NEWS OF THE DAY (Vol. XXVI, No. 281) Germany: Princess Margaret presents colors to British troops stationed here. San Francisco: Tiger wins. England: Distance runners set amazing marks.

PARAMOUNT NEWS (No. 84) Pimlico, Md.: Preakness.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 28, No. 679) England: Railway strike. England: Distance runners set amazing marks.

WARNER PATHE NEWS (Vol. 26, No. 86) England: Railway strike. England: Princess Margaret at film premiere. Japan: Helen Keller in Tokyo. England: Distance runners set amazing marks. Pimlico, Md.: Preakness.

Mindlin Shifts To H-L

NEW YORK—Michael Mindlin, Jr., has resigned as advertising and publicity director, Lopert Films, to join Hecht-Lancaster Productions as the unit publicity director of "Trapeze."

Closed Circuit Phonecast Explains Hospital Needs

NEW YORK—Regional members and chairmen of collection committees in 32 exchange cities heard addresses stressing the need of industry-wide support of the one-day theatre collection during the week of Aug. 15 for the Will Rogers Memorial Hospital, in a closed circuit telephone hook-up across the country last week.

From the board room of the Stanley Warner Theatres, A. Montague, president of the hospital, opened the meeting with an explanation of the hospital's needs. Eugene Picker, chairman, fund-raising and finance committees; Sam Rosen, vice-president of the hospital substituting for Si Fabian, and national committeemen Charles Feldman and Arthur Mayer, also spoke. The collection will neither conflict with nor replace the Christmas Salute, the executives said.

The International Scene

(*Continued from page* 10)

surrounding the Canadian National Railway station in the heart of Montreal. . . . Guy Upjohn, Toronto, who recently spent three months in England studying the overall operation of the Odeon organization there, is working closely with Ted Forsythe, assistant general manager, Odeon organization in Canada, studying theatre operation. . . . Latest company on the production front is Christopher Films headed by Mark Mehr, who is working with James Swackhammer, an experienced film director from England. . . . Frontier Films, another production company, has changed hands, with Richard J. Jarvis and R. Mingo Sweeney selling out to Jorge Ramirez and Victor Staley. . . . Solicitor for the Canadian Pictures Pioneers, David Ongley was elected president, Dominion Drama Festival. . . . Tuppy, a pet goose at Crawley Films, Ottawa, was named to the board of directors. . . . Association of Canadian Advertisers, meeting in Toronto, was told that three-quarters of viewers of screen ads remembered the advertisers. . . . Miss M. H. Latimer is the new secretary-treasurer, Motion Picture Centre, Ltd., Toronto. She's from Penticton, B.C. . . . Life directors of Mount Sinai Hospital, Toronto, drawn from the film-theatre industry, are Arthur Cohen, Raoul Auerbach, Herbert Allen, Henry Nathanson, and Louis Rosenfeld.

—HARRY ALLEN, JR.

Spain

In Madrid, negotiations with the Spanish government for a new agreement with respect to the importation of American product to that country were suspended last fortnight when G. Griffith Johnson, vice-president, Motion Picture Export Association, left for Frankfurt, blaming his failure to secure a new agreement on the "onerous terms" sought by Spanish negotiators. It was understood that the latter demanded a reduction of annual dubbing permits from 100 to 80 and an increase in the price to be paid for dubbing, in addition to distribution restrictions and a requirement that American companies distribute Spanish films in the U.S. On the dubbing prices, the Spanish were reported to seek a 25 per cent increase for black and white films, and almost 50 per cent for color, in addition to a new clause charging 1,300,000 pesotas for dubbing in CinemaScope or allied new processes. It was also reported that the Spanish sought a provision that foreign distributors be obliged to distribute Spanish product in the ratio of five foreign pictures to one Spanish. Another requirement called for the distribution of eight Spanish pictures in the U.S. by the seven American film companies maintaining offices in Spain.

France

The Union Internationale de l'Exploitation Cinematograhpique closed its Paris convention in unanimous agreement to urge member associations to press for standard prints from anamorphic films, taking the position that international demand for such prints would force the cooperation of production. Britain's W. R. Fuller, general secretary, and E. J. Hinge, treasurer and past president, told the CEA group that the Denham Laboratories have perfected equipment to make the standard prints, which the British trade considers an innovation. Messages to the conclave indicating close interest by American groups were sent by Walter Reade, Jr., on behalf of Theatre Owners of America, and by Julius Gordon, acting for Allied States Association. The CEA will establish a central bureau on television through the Belgian Exhibitors Association, and will hold its next meeting in Rome, Italy, sometime late in September.

This Was The Week When.....

American Broadcasting-Paramount Theatres declared a 25 cent dividend on outstanding preferred and common, payable July 20 to holders of record June 24. . . . New York's Paramount launched a limerick contest to promote Warners' "The Sea Chase," with prizes to winners. . . . A 30-city tour was announced for Jack Webb by Warners to bally "Pete Kelly's Blues." . . . United Artists revealed a $267,000 advertising budget for "Not As A Stranger" promotion in newspapers and magazines.

The directors of Decca Records declared a quarterly dividend of 17½ cents per capital share, payable June 30 to holders of record June 16. . . . United Artists' "Summertime" was launched in Venice, Italy, with TV and news cameras covering an armada of gondolas arriving at the world premiere. . . . U-I declared a 25 cent common stock dividend, payable June 28 to holders of record June 17. . . . The world bow of United Artists' "The Night Of The Hunter" was set for July 26 in Des Moines, home of producer Paul Gregory.

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Huge Campaign Set For Columbia's "It"

NEW YORK—The greatest mass territorial dating ever undertaken by Columbia Pictures will be launched later this month for the science-fiction thriller, "It Came From Beneath The Sea." When it is completed, 27 of the exchange areas in the company's distribution setup will have huge multiple-openings involving more than 2,200 theatres and backed by tremendous area-by-area advertising and promotion campaigns.

Double billed in the great majority of playdates with Columbia's companion piece, "The Creature With The Atom Brain," "It" is scheduled to open in upwards of 600 theatres in eight branch areas in the three weeks starting June 22. With an augmented supply of over 350 prints, "It Came From Beneath The Sea" will then follow the same pattern in 19 other sections of the country.

Leading the initial parade are the Oklahoma City and Detroit territories with 120 and 119 playdates, respectively. The other six branches involved in the initial saturations are Denver, Salt Lake City, Pittsburgh, Philadelphia, San Francisco, and Los Angeles.

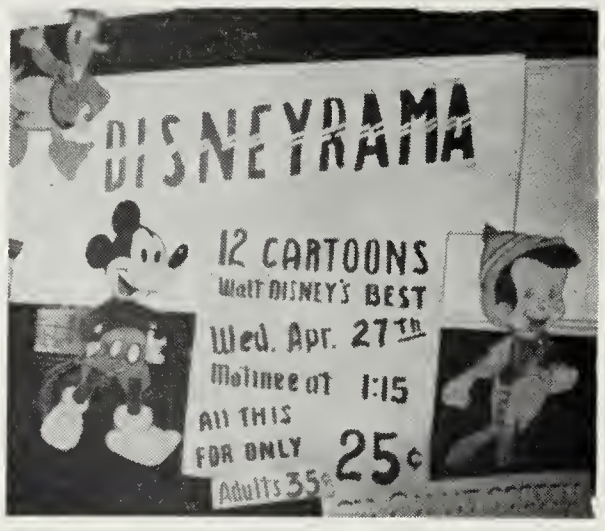
Columbia is putting more than $250,000 into the saturation advertising campaigns, which will be built around television, radio and area newspaper ads. In every territory, the advertising will develop on a radial plan, with the sales messages being beamed out from the key cities to blanket entire market areas.

Kickoff newspaper ads, many of them full page, placed to cover entire territories, will list every playdate in the papers' circulation area. The follow-up push will be made with the most extensive television spot campaign in Columbia's experience, with radio being utilized to fill in those fringe areas still not able to be sold by video.

Columbia's exploitation department is sending out a 30-man field force to aid theatremen in the saturation campaigns. Exploiteers and exhibitor-showmen have been issued special theatre promotion kits for the science fiction show. A special feature of the kit is a stunt manual describing more than a dozen ballyhoos and other devices around which a top flight promotion campaign can be planned.

Bookings have been scheduled so that all situations not playing day and date with the key cities will follow so closely that they will reap the benefits of the radiating advertising-promotion.

THEATRE MANAGER
WANTS POSITION
Young man has extensive background in film exploitation and buying.
WILL GO ANYWHERE
FRANKLIN O. PEASE
1237 Vine St., Phila. 7, Pa. LO 4-4429



Thirty cents was all this lobby display cost Walter C. Heath, manager, Capitol, Hillsboro, N. H., where his "Disneyrama" show recently drew a large audience.

Bargain "Bucks" Aid "Rage"

BIRMINGHAM, ALA.—Proof that age cannot wither a good exploitation stunt came from the successful street ballyhoo put on for Nat Holt's RKO release, "Rage At Dawn," for its engagement at the Empire. The promotion was arranged and handled by RKO fieldman Spence Steinhurst and theatre manager Joe Lackey, under the supervision of the RKO exploitation department.

A pretty model was sent out to sell 100 crisp, new $1 bills for 79 cents. It took all day for the attractive Miss to find 100 individuals not too skeptical or suspicious to pass-up the bargain. But even the many who refused the offer received free passes to the Empire. And all, of course, heard about the Technicolor action film.

The stunt was covered by a local newspaper, which assigned a reporter and photographer to record the reactions of those stopped. A long story with a photo was run on a regular news page with credits for the film's run at the Empire. Considering the all-around results, the stunt was both inexpensive and successful.

Bernard J. Bispeck, manager, Senate, Harrisburg, Pa., recently effected this tie-in with a local Kresge's five and ten cent store on his forthcoming engagement of Walt Disney's Buena Vista release, "Davy Crockett." It should be a cinch to duplicate such stunts with stores handling the "Davy Crockett" merchandise.

50 Circuit Heads To Judge Contest

PHILADELPHIA—As the deadline of June 20 approached, it became evident last week that MOTION PICTURE EXHIBITOR's weekly SHOWMANSHIP SWEEPSTAKES, which will award $5,200 to theatremen during the next 12 months, at the rate of $100 per week for one prize for the one best promotional effort submitted during each week, would be an overwhelming success.

Fifty heads of circuits, representing over 2,000 theatres, from the state of Washington to Massachusetts and from Canada to Florida, enthusiastically accepted the responsibility of judging the entries. They have also manifested great interest for the contest designed to reward promotional effort that may result in increasing total admissions with economy, originality, and effectiveness in relation to the size of the theatre an important factor.

In addition, entries have been received from Canada, Mississippi, Florida, Missouri, Virginia, and Connecticut—just to name a few.

Don't forget the contest deadline—June 20 for the kickoff week of July 6; and weekly thereafter.

Also, don't forget that the five best entries received in any one week will be submitted to the judging committee, who will from these five pick the winner each week. All five entries will be published along with the entry that won the $100.

Participants may send in as many campaigns as they wish, but to be considered for judging in different weeks, these should be judiciously spaced.

With time drawing near, it is urgent that all interested in garnering some of this extra money get in on the bonanza early. Re-read the rules, and let's go!

As the contest grows, the publication trusts that as many as possible compete and get in the winning column. There is no limit as to how many times you may win. The better the judges find you, the better MOTION PICTURE EXHIBITOR will like it.

Next week, the contest's board of judges will be announced.

U-I Seeks "Earth" Beauty

NEW YORK—A contest to find "The Most Beautiful Girl On This Island Earth," was announced today by Universal-International in conjunction with the world-premiere of the company's new Technicolor space drama, "This Island Earth," at the Victoria.

The victorious beauty will be engaged by Universal-International to help promote the film which features some of the most unique special effects ever created by the movies. Twenty runners-up will receive guest tickets.

NEWS OF THE Territory

BRANCHES

Atlanta

Mrs. Stella Poulnot, accounting department, Republic, was enjoying a vacation in Fontana Dam, N. C. . . . Mamie White, Republic, was back after a vacation. . . . Emma Proctor, Republic, was on vacation.

A new attack on Atlanta's movie censorship was launched here. Loew's, Inc., has petitioned the U. S. District Court here to enjoin the city from enforcing its ban on "Blackboard Jungle." This is the first legal test of such a ban in Atlanta since recent court rulings. . . . Mrs. Christine Smith Gilliam, Atlanta movie censor, who was backed by the appeal board of censors in her ban of the picture, said she had no comment other than that the city would defend its action. The city has won in similar actions. . . . The Loew's suit, filed for the firm by Atlanta attorneys Robert S. Sams, William H. Shroder, and T. M. Smith, Jr., argues that the ban violates the plaintiff's constitutional right to freedom of the press under the First Amendment and to due process of law under the 14th Amendment of the U. S. Constitution.

The life of Forrest Turner, former badman of Georgia who reformed and devoted his life to religion, is being considered for a film by 20th-Fox. The Rev. Bill Allison, chaplain, Fulton County prison system, who handled Turner's parole papers in 1949, received a letter from film producer Otto Long, expressing interest in using Turner's case history for a picture. . . . The Municipal Theatre-Under-the-Stars is getting a "new look" this season. The stage is being enlarged, new seats are being installed, and the aisles are being widened. In addition, work is underway to install box seats for the coming season of Broadway shows.

The Toddy's Picture, "Killer All," opened at the Roxy for the third time, playing to SRO business. . . . William Richardson, president, Capital and Astor Pictures, is back at his office after a fishing trip to Florida. . . . The ladies of WOMPI are getting set for the convention in New Orleans, Sept. 30 to Oct. 1. . . . Mrs. Lois Cone, Martin Booking staff, was the winner of the big prize in the Variety Club's contest, and she had a great smile.

J. L. Lowe, Florida State Theatres, Orlando, Fla., and his son, returned there after a vacation in Atlanta. . . . President William Richardson, Astor and Capital Exchanges, checked in with his sales representative, Jimmy Bello, from Tennessee. . . . Lenord Berch, branch manager, United World Films, is back after a tour of south Georgia. . . . Arthur C. Bromberg, president, Allied Artists' Southern Exchanges, and his wife returned to their home in Bayou La Batre, Ala., after a trip to Hollywood.

Starlets Maxine Cooper and Elyse Novey were recently greeted at the Atlanta airport by exhibitor A. B. Padget and Bob Tarwater, UA's Atlanta sales manager. The girls' visit boomed the bow of "Kiss Me Deadly" at Loew's.

Operation of WQXI-TV has been suspended indefinitely. R. W. Rounsaville said that inability to get television owners to convert for UHF reception was responsible. . . . George Cothran, booker, Allied Artists, is back at his desk after a vacation in Florida. . . . Mrs. Belle Hayes, U-I, is back after a vacation in Florida.

Charles Lester, southern district manager, National Screen Service, left with Mrs. Lester for Europe, to visit with their daughter and grandchildren. . . . N. E. Savini, Astor's special representative, was in at the local office. . . . William Greene, Glenn, Decatur, Ga., is on a visit in Florida. . . . Ruth Goodwin, Warners, is on a vacation trip to Florida. . . . Funeral services were held for Mrs. Fannie B. Robinson, RKO, who died of a heart attack while on vacation in New York.

W. W. Fincher, Jr., is closing the Red Bank, Chattanooga, Tenn., due to bad business. . . . Nation and Story are the new owners of the Ritz, Bridgeport, Ala., and Fox, Jasper, Tenn., from R. D. Word, owner, Word's Theatres. . . . The Ritz, Hollywood, Fla., has closed. . . . Jean Clark is a new booker, Allied Artists, replacing Virginia Bray, who resigned to move to Alabama.

Bill Wallace, Benton Brothers, film express agency in Georgia and Florida, represented Variety Club Tent 44 at the International Convention in Los Angeles. . . . Horace Denning, Dixie Drive-In supervisor, Florida, and Bolivar Hyde, Lakeland, Fla., returned there after a visit in town.

Irving Berlin and Frank Music Corporation have filed for copyright infrinement against Thrift Drive-In of Mecklenbu g County, N. C., alleging that some of their songs were performed without authorization. In their complaint the plaintiffs ask the court to restrain the defendants from publicly performing the songs in the future, and to award statutory damages of not less than $250 for each unauthorized performance, together with court costs and attorney's fees. Clifford H. and Dorthory R. Faw, owners of the drive-in, were named defendants in the suit, which was filed in United States District Court.

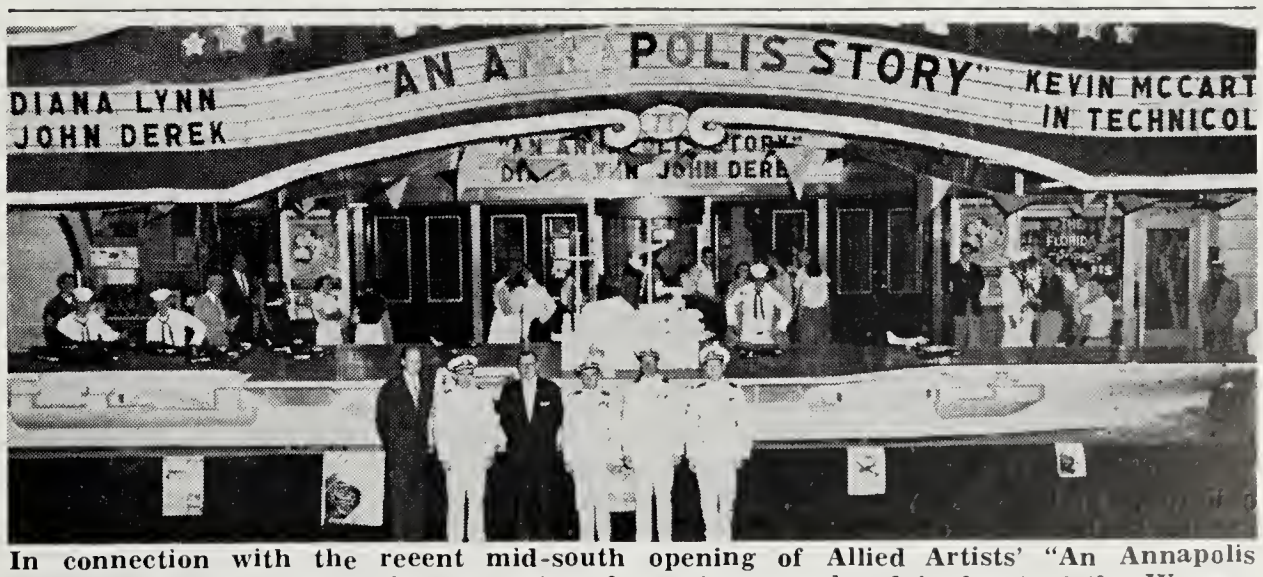
John Murphy, Loew's vice-president, was in for a visit. . . . Bob Ingram, district manager, Columbia, is back at his office after a trip with his wife to Florida and the Caribbean. . . . R. B. Wilby, Wilby Theatres, and his wife are back after a world cruise.

Old Newsboys Day has topped the $75,000 mark, and contributions still are coming in. The annual one-day drive by the Atlanta Variety Club, and the Atlanta Journal-Constitution, is conducted for the benefit of the Atlanta Cerebral Palsy Clinic, supported solely by these funds. Leaders in the drive are hoping for a final count of $80,000. In 1954 it was $66,000.

The A and W Construction Company, Birmingham, Ala., has been awarded a contract for $133,852, by the U. S. Engineers, for construction of a theatre at Redstone Arsenal, Huntsville, Ala. Work will start at once. . . . Alpha Fowler, Douglasville, Ga., has purchased the site in Villa Rico, Ga., of the proposed Magnolia Drive-In. He will start work soon on an ozoner named the Rock Drive-In.

Charlotte

L. W. (Bill) Burkhead, formerly with Observer Transportation Company, is now selling film for Sandy Film Exchange in the South Carolina territory. . . . H. M.



In connection with the reeent mid-south opening of Allied Artists' "An Annapolis Story," a 45 foot repliea of a navy aircraft earrier was plaeed in front of the Warner, Memphis. Seen in front of the repliea are the commanding officers of the huge Naval Base and top southern officials of Allied Artists, who attended the opening, left to right, J. A. Priehard, southern division head, AA; Commander R. D. Hutchins, commanding officer; Bailey Priehard, AA Memphis exchange manager; Lt. Commander J. F. Dawson, eommand liaison offieer; Commander W. W. Severel, executive offieer, and Lieutenant N. K. Green. Slim Arkin is manager.

Warners recently held trade screenings of "Mister Roberts" in the various exchange centers. Among those seen in attendance at CHARLOTTE, top left, were, left to right, Charles Burgin, booker and buyer, Colonial Theatres, Valdese, N. C.; E. Bowman, Carolina, Orangeburg, S. C.; G. Livingston, Warners Charlotte branch manager; Frank Beddingfield, Consolidated Theatres, and Phil Gossett, Stellings Gossett Theatres; at JACKSONVILLE, top right, left to right, Elias J. Chalnub, Carefree Center, West Palm Beach, Fla.; Marshall Fling, Kent Theatres, Jacksonville; and Pete Hillman, Bill Baskin, and Tom Gerard, Florida State Theatres bookers; in MEMPHIS, bottom left, left to right, Allen Avery, program director, radio station WHHM; Ben Parker, amusement editor, Commercial Appeal; Steve Warren, news commentator, WMCT-TV; Lydel Sims, feature writer, Commercial Appeal; Olivia Brown, program director, WMCT-TV; Bob Honore, program director, radio station WKEM, and Eli Arken, manager, Warner; and in NEW ORLEANS, bottom right, left to right, J. Parker Schneidau, Times Picayune and New Orleans States newspapers; Earl Perry, general manager, Pittman Theatres, Inc.; and Aubrey Moore, Station WJMR-TV, New Orleans.

Kilpatrick, Roxie, Bessemer City, N. C., says he will have to curtail his operations except for week-ends.

Paul Jones, Tar Heel Drive-In, High Point, N. C., was in town conferring with Max Reinhardt, Reinhardt Enterprises. Also in were Alfred Rumley, Spring Road Drive-In, Hickory, N. C., and Homer Haynes, Catawba, Hickory, N. C., and State, Lenoir, N. C. . . . Mr. and Mrs. H. O. Peeples, Beaufort Drive-In, announce the birth of a boy. Congratulations to the happy parents.

Herbert F. (Sonny) Kincey, Jr., son of Mr. and Mrs. H. F. Kincey, Wilby-Kincey Theatres, arrived home from Mars Hill College to spend the summer with his parents. . . . Sympathy is extended to Dean S. House, Sr., and his family in the loss of his wife, who died in a local hospital. Mrs. House was born in Charlotte, the daughter of the late David Parks and Elizabeth Wilson Hunter. Surviving are her husband, three sons, a brother, three grandchildren, and three great-grandchildren. Pallbearers were W. Frank Harris, R. T. Good, George E. Ebersole, Bernard J. Ross, George C. Graves, R. M. Boovy, Sr., and M. R. Holder, film salesmen. House is a salesman for Harris Theatre Sales, Inc.

Mrs. Blanche Carr, cashier, MGM, was vacationing in Florida. . . . Amos Boyette spent a week of his vacation in St. Louis. He is a booker for MGM. . . . The office personnel of MGM held their annual picnic at Hugh McDonald's Cabin on the Catawba River. Everyone enjoyed swimming, boating, water skiing, and the wonderful picnic supper prepared by the gals in the office. . . . Lyndall Welch and Ona Johnston, inspectresses, MGM, are on a vacation. . . . Stella Todd recently spent a week's vacation visiting her children in Wilmington and Raleigh, N. C. She has a new grandchild, David Michael Todd, born Friday the 13th.

John Sellers, shipper, Screen Guild, is in Florida on his vacation. . . . Leon Porter, porter, Screen Guild, is a patient in the Good Samaritan Hospital and the good news is that he is better. . . . Mrs. Betty Patterson, office manager, IFE Releasing Corporation, has returned to work after being a patient in the Memorial Hospital.

The following employees of Paramount are on vacation: Bobby Maner, booker; Sarah Morgan, assistant cashier; Mrs. Lucy McGriff, biller. . . . George Ebersole, salesman, 20th-Fox, is celebrating his 35th year with the company.

We have just learned that the Capitol, Raleigh, N. C., and Rialto, Durham, N. C., two Kincey houses, closed. . . . Mrs. R. H. Jordan, daughter of Mr. and Mrs. W. F. Harris, Harris Theatre Sales, Inc., will visit her parents. She is coming also to attend the Grand Chapter Session, Order of The Eastern Star, which convenes the middle of June. Mrs. Jordan lives in Georgia and is a grand officer. . . . Miss Annie Mae Williams, trade paper correspondent, was called to Spartanburg, S. C., due to the death of an uncle, Doc Crocker. . . . Bill Baker, booker, Warners, spent his vacation at Ocean Drive Beach with his family.

Jacksonville

Cecil Cohen was giving Saturday midnight horror shows a trial at his Murray Hill. . . . Hal Stanton had the first local showing of "Gate of Hell" at the Edgewood, which is normally a second-run house. . . . "Strategic Air Command" moved into a second week at the Florlda, largest theatre here. . . . "The Seven Year Itch" is being scheduled for July 4 bookings over Florida.

Jacksonville gave its finest welcome to a movie star in the city's history when Fess Parker, star of Walt Disney's "Davy Crockett," spent a full day in making public appearances. It began with a press breakfast in his suite at the Roosevelt Hotel. From there, a motorcade of new Hudson cars, preceded and followed by sound trucks playing "Davy Crockett" music, went behind a police escort to City Hall where Parker received a giant key to the city from Mayor Haydon Burns. He next went to the Hope Haven Hospital for Crippled Children for a lengthy visit, followed by a luncheon in his honor at the Roosevelt, which was attended by theatrical, TV, radio, and newspaper personages. An afternoon appearance at the largest department store, Cohen Brothers, almost resulted in a riot, and the popular star had to move into a bandstand at Hemming Park where thousands of frenzied young fans could see him. The only peaceful interlude of the day was during a quiet cocktail party for Parker at Mayor Burns' home. His last main appearance, at the new city baseball park which he dedicated to the Jacksonville Braves, brought a mingled crowd of more than 7,000 movie and baseball fans.

Buena Vista officials in town for the "Davy Crockett" promotions were Irving Ludwig, Charles Levy, and Phil Conway, New York; Ed Terhune, Dallas; Ken Laird, Atlanta branch manager, and Harvey Reinstein, Florida salesman. At the Roosevelt luncheon for Parker, he presented a surprise gift of a "mink" coonskin cap to Louis J. Finske, president-designate, Florida State Theatres, to provide a humorous ending for the affair.

Approaching nuptials include Nadine Kirkwood, daughter of Mrs. Lenore Kirkwood, FST staffer, to Fred Palas; Joan Zeitlinger, daughter of Mrs. Dorothy Zeitlinger, also with FST, to Ellis Fernandez, Jr.; Pat Tufano, UA booker, to Carlos Thomas, and Carol Voss, formerly Matt Schroeder's secretary at FST, to Frank Duffy.

Paul Hargette, Columbia branch manager, came back for a week on the state's west coast. . . . O. O. Ray left the U-I

office for a vacation at Indian Rocks, and Monica Taylor, U-I office, began her annual leave. . . . Vacationing from the 20th-Fox office was Lucille Reynolds, and Bob Baugh left for his first trip to Key West. . . . Here from Atlanta was John Kirby, Warners sales executive. . . . Tom P. Tidwell, 20th-Fox branch manager, is authority for the statement that Florida CinemaScope installations have climbed to 377, with 212 of these in indoor houses and 165 in drive-ins.

New Orleans

Alfred A. Maestri, 51, for many years electrician, Loew's State, died instantly when he was seized with a heart attack on his way from the theatre to his car, which was parked across the street. He is survived by his widow, two sisters and a brother.

Women of the Motion Picture Industry installation luncheon will be held on June 18 in Cotillion Room of the Jung Hotel. A large number of invited guests will join the members to make it a gala event.

Wedding bells will chime for two members of Columbia's personnel. JoAnn Kaiser's altar date is set for Aug. 27 and Mary Schumaker, Oct. 29. Both are in the booking department. . . . The Copia Drive-In, Hazelhurst, Miss., a unit of Fred T. McLendon's Theatres, Union Springs, Ala., closed. . . . The Joy Drive-In, Greenville, Miss., resumed operation after temporary closing for screen tower repairs.

From the desk of Harold "Babe" Cohen, Lippert, comes the news that Roy Nicaud, their former salesman and for the past year or so, manager, Howco exchange in Atlanta, resigned to return to his home town here. Cohen, co-owner, will be in Atlanta to install a new applicant and will be joined there by J. Francis White, Charlotte, who is also associated in exchange. Ron Ormond, Hollywood producer, was in town to negotiate a deal with Cohen for the distribution of his picture, "Untamed Mistress." Cohen and office manager Bob Saloy will journey to Convent, La., for the annual four day retreat at Manresa House, which starts on June 16. Other industryites participating will be Milton and Alton Dureau, Masterpiece, and John Zimmer, Port Printing Company.

Members of Columbia's personnel off on part of their vacations are Katherine Wilson, Dorothy Hill, and Bert Schwartz. Mary Ansello is back at her post after a pleasure jaunt. . . . Claire Hilgers, associated in the Joy, was here from Dallas for the funeral of Eldon F. Briwa. . . . E. W. Brundell's "Temple of Mystery" stage show packed them in for two shows at the Ideal, Ponchatula, La.

J. B. Dumestre, Jr., president, Southeastern, who came here for the funeral of Eldon F. Briwa, remained for the week visiting with Manager William Murphy, Jr., personnel of the local branch, and relatives and friends before returning to home base in Atlanta. . . . Bernard Woolner, president, Woolner Theatres, will leave for Hollywood on June 21 to make final arrangements for the upcoming

Fess Parker, star, Walt Disney's Buena Vista release, "Davey Crockett," is seen recently receiving a giant key to the city from Jacksonville's Mayor Burns in front of City Hall as small fry admirers and officials crowd 'round. Parker was in prior to the opening of the film at the Palace.

Woolner Brothers-K-Ormond organization production. . . . Teddy Solomon, head, N. Solomon Theatres, McComb, Miss., was back in harness after a siege of soreness of the pharynx. . . . It was a happy birthday for WOMPI Agnes Garcia.

Vic Maurin, Fox, Houma, La., ambled to the Row after visiting with buyer and booker Page Baker, Theatres Service Company, and Don Stafford and personnel, Dixie Theatres. . . . Bob Kelly, former Dixie manager, feeling much better after two years illness, called on Harold "Babe" Cohen, Lippert. . . . Tom Neely, Sr., NTS manager, reports that recent CinemaScope installations which he and his salesman, "Skeeter" Achee, Jr., handled, are the Nabor, Oberlin, La.; Grand, Houma, La.; Trace, Port Gibson, Miss.; Joy, Cottonport, La.; Derby, Iota, La.; Royal, Marrero, La.; Luling, Luling, La.; Palm, Fort Walton Beach, Fla.; Cankton, Cankton, La.; and drive-ins: Gretna Greens, Gretna, La.; Leo, Shreveport, La.; Pine Hill, Picayune, Miss.; Lane, Arnaudville, La.; Brad, Plaquemine, La., and the Star, Tallulah, La. Neely and Achee also handled the sale of new Simplex XL projectors and new Simplex XL sound system recently installed in Pinehill Drive-In, Picayune, Miss., and in the Cankton, Cankton, La.; complete Simplex equipment in the Lane Drive-In, Arnaudville, La., and new Walker seamless screens in the Nabor, Oberlin, La.; Grand, Houma, La.; Royal, Marrero, La.; Luling, Luling, La., and the Cankton, Cankton, La.

A number of patrons viewing "Tight Spot" at the neighborhood Carrolton thought for a while they were in one when smoke was discovered billowing in from the back of the theatre, caused by an overheated motor in an air conditicning unit. Several of the patrons fled but most of them remained in their seats. The showing of the picture continued after a brief interruption while the management was in search of the source of smoke. Fire chief W. J. Wild said that the extent of damage couldn't be determined immediately and that the fire was confined to the motor. He believed the damage wasn't extensive. The Carrollton is a unit of the United Theatres.

Leo Seicsshnaydre, manager, Republic, is back after a business trek in southwestern Alabama and western Florida. . . . George Rabalais, manager, new Tiger Drive-In, Marksville, La., was in buying and booking, as was William Butterfield, Lake Drive-In, Pascagoula, Miss.

The industry was greatly shocked upon hearing of the sudden death of Eldon F. Briwa, 50, who has been associated in the industry for about 30 years. Death claimed him in a physician's home where he had gone after complaining of severe pains in the chest. He collapsed and died before the physician could make an examination. A native of New Orleans, Briwa's start in the business was in 1925 as cashier at MGM, with whom he remained until 1945 serving subsequently as booker, office manager, and salesman, after which he joined the newly formed Film Service Corporation, headed by L. C. Montgomery and Joy N. Houck, as assistant to Montgomery. A year later he was promoted to manager. In 1947, with Montgomery and T. G. Solomon, he opened the new Clarke, Natchez, Miss., and the Tiger Drive-In, Baton Rouge, La., continuing as manager of Film Service and assisting in the management of the theatres. In 1951 he disposed of his theatre interests to Solomon to devote his time to the buying and booking service, which became known as Bri-Mont Buying and Booking Company, of which he was vice-president. He was also associated with the Joy ever since it opened in 1947 as chief accountant. He is survived by his widow, a son, and his father.

The Laurel, uptown neighborhood, closed, and is up for sale by real estate dealers Latter and Plum.

More than 2000 young and old New Orleanians sent up a rousing cheer when Fess Parker, Walt Disney's star in "Davy Crockett, King of The Wild Frontier," stepped off a plane at Moisant National Airport. Mobbed by a battery of photographers and newsmen, spotlights g eaming, kiddies singsonged "We want Davy," and Parker was herded to the speakers platform, which was especially arranged by Maison Blanche Company, who made his visit possible. After brief welcoming speeches by officials, city and store, Davy made a brief and simple speech of gratitude. Before his appearance at Pelican Stadium to meet personally the 141 school representatives who received metropolitan New Orleans safety council awards donated by Maison Blanche Company, he attended a press breakfast at the Roosevelt Hotel and visited City Hall where he was presented with the keys to the city. There were 3000 youngsters at the stadium, including 2300 school safety patrol members. Others who spoke briefly were Wilfred Kullman, acting president, safety council; Herbert A. Kenny vice-president, Maison Blanche; city councilman Glenn Classen; Pel president Jake Nowak, and Bernard J. McCloskey, director of safety and permits. Charles Levy, national publicity and advertising director, Walt Disney Enterprises, accompanied Parker to New Orleans. Instrumental in the ceremonial spreading of the red carpet were Buena Vista's publicity representatives Ed Terhune and Phil Conway, and manager Asa Booksh, RKO Orpheum, where the movie opened. They were also favored by

George C. Steger, district manager, Hudson cars here; Angelo Melito, local Hudson dealer, and Joe Sorci, Hudson dealer in Arabi, who lined up six sleek air conditioned cars of their make for the official reception party's comfort during Parker's stay.

Florida

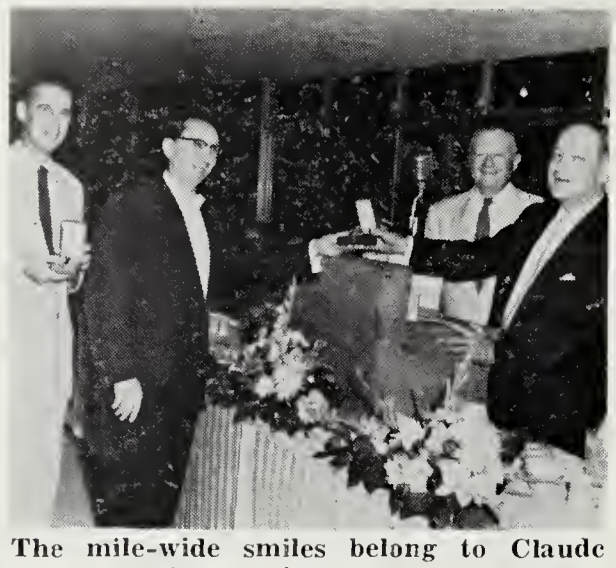
Miami

Managerial changes included Harry Gabriel to be manager, Cameo, Miami Beach, Fla.; Oran from manager, Cameo, to be manager, Coral Way Drive-In; Joe Fink, from manager, Coral Way Drive-In, to be manager, Davie Boulevard Drive-In, Fort Lauderdale, Fla. Until such time as the Davie Boulevard, now under construction, is completed, Fink will assist Keith Hendee in managing the Gateway, Fort Lauderdale, Fla. . . . Vacationers included Carl Jamroga, Miracle, Coral Gables, Fla.; Jack Fink, Park, Tampa, Fla.; Dana Bradford, Rosetta; Walton Oakerson, Essex, Hialeah, Fla.; Keith Hendee, Gateway, Fort Lauderdale, Fla., Marion Kestler, Wometco payroll department.

New in the Wometco office is Bob Scates, mail room, who replaces Bill Chaples, promoted to the accounting department. Also new in the Wometco personnel office is Lorraine Ireland. . . . Fess Parker, star of "Davy Crockett," made personal appearances at Variety Children's Hospital and the Bayfront Park Bandshell, plus television, radio and newspaper interviews, in connection with the run of the picture at the Paramount, Sheridan, Miami Beach, Fla., and Coral, Coral Gables, Fla. . . . Frank Krickler, owner, West Hollywood, Fla., Drive-In, is planning to shoot a feature titled "Two Weeks Vacation in Hollywood," showing many of south Florida's tourist attractions. It'll be financed by admissions to midnight showings at his theatre, and tagged for national television distribution.

Hypnotist Ralph Slater was booked for the Rosetta; Surf, Miami Beach, Fla.; Gateway, Fort Lauderdale, Fla.; and Essex, Hialeah, Fla. . . . Midnight shows of the "Asylum of Horrors" stage and screen attraction were booked to the 27th Avenue Drive-In, Coral Way Drive-In, and Boulevard Drive-In, North Miami Beach, Fla. . . . A recent Saturday afternoon at the Wometco neighborhood theatres was called "Frontier Day" and featured frontier-type western features, with the youngsters invited to attend as frontiersmen.

The Children's Summer Movie Club was inaugurated in six of the Wometco neighborhood houses, including the Gateway, Fort Lauderdale, Fla., and the Parkway and Rosetta, Miami, Fla.; the Sunset, South Miami, Fla.; the Essex, Hialeah, Fla.; the Surf, Miami Beach, Fla. Eight features approved by the National Congress of Parent-Teacher Associations are to be shown each Saturday for eight weeks. Ticket books are available at $1 with seating guaranteed. Individual tickets were to be on sale at 25 cents each until capacity of the house was reached. Parents may purchase a ticket at the box office if they wish to accompany their youngsters. Managers reported a lively interest in the project on the part of parents and educators. . . . Mrs. Mitchell Wolfson, wife of the Wometco coowner, received a tribute from the Symphony Club of the University of Miami.



The mile-wide smiles belong to Claude Norton, assistant director of art and advertising, Wometco Circuit, and Walter Klements, manager, Mayfair Air, who were recently awarded gold watches in appreciation of 20 years service to the circuit by coowner Sidney Meyer. Looking on is coowner Mitchell Wolfson. The occasion was the 14th annual Old Guard banquet at the Fontainebleau Hotel, Miami Beach, Fla.

Bill Cosper, Strand, promoted a sponsor for a special Father's Day show, whereby fathers accompanied by their children would be admitted free. . . . At the Palace, Tampa, Fla., the Astaireway Dancers gave a demonstration of the "Sluefoot" dance featured in "Daddy Long Legs." The first 50 patrons were given dance certificates for free dancing lessons at the Fred Astaire Studio. . . . Dr. William Wolfson, prominent New York physician, died unexpectedly while on a golf course near his home. Services in Miami were attended by his brothers, Mitchell Wolfson, Wometco coowner, and O. Philip, WTVJ; his sister, Mrs. Sidney Meyer, wife of the Wometco coowner; and his son, Richard, legal department head of Wometco.

A permit for a drive-in on 16 acres located on Golden Glades Road was approved by Dade County commissioners. The permit was granted to George C. Hoover, former district manager, Florida State Theatres, over the objections of representatives of the huge Carol City housing development, Col. Nathan B. Reed, builder, and the diocese of St. Augustine of the Roman Catholic Church. Clyde Atkins, attorney for the diocese, said that the diocese plans to build a Catholic school of higher learning just south of the proposed drive-in and that the congestion of autos at the theatre would annoy sleeping students. The commissioners who previously had rejected an application for a larger site for the drive-in, said that some recreational facility is needed in the rapidly-growing area and that they would rather see a drive-in there than a "juke joint." In granting Hoover the permit, the commission stipulated that construction must start within 60 days and that the theatre must be completed in nine months. The permit also provides that the site be fenced in and that it be extensively landscaped so it will be hidden from residential developments. Hoover, international chief barker, Variety Clubs, and president, Variety Children's Hospital, has estimated his investment in the theatre will be about $250,000.

The Variety Children's Hospital was the scene of a Hollywood camera crew shooting activities which will be included in the 90-minute Technicolor feature "Heart Of Show Business," being produced and directed by Ralph Staub, Columbia. . . . Wometco neighborhood theatres were the scene of special "Bomba, Jungle Boy" features on a recent Saturday children's matinee for a Jungle Day show.

Title Change Halts Premiere Activity

RALEIGH, N. C.—The Raleigh, N. C., Merchants Bureau, which had asked that the world premiere of the 20th-Fox film on Sir Walter Raleigh be held in Raleigh, announced May 31 that it will not participate in the premiere set for July 21 because of a change in the film's title.

Originally, the picture, which stars Bette Davis and Richard Todd, was titled "Sir Walter Raleigh," and now it is slated to be titled "Raleigh and the Virgin Queen," John Alexander, president, merchants organization, said.

"Because Raleigh is named for Sir Walter Raleigh, we feel that a fine promotional program could be built around the film's original title," Alexander said. "With the title change, the board's interest in putting on a promotional program lessened considerably. The lack of interest was such that we finally decided not to engage in a program of any sort in connection with the picture's premiere here."

The premiere is scheduled to be held at the Ambassador.

North Carolina

Durham

The Rialto closed because of financial problems, which Charles Lewis, city manager, North Carolina Theatres, Inc., said were caused by several factors. Located at a building that once was the Orpheum, a pioneer movie and vaudeville house at Durham, the Rialto, Lewis said, was forced to close because of "exhorbitant taxes on all levels" which small theatres find difficult to offset; television programs which show entertainment of the "family trade" type presented by the Rialto; Hollywood's emphasis on "big spectacles and fewer films" with a resultant decrease in the number produced of the type in which the Rialto has specialized; and the fact that CinemaScope and stereophonic sound are now the "big things" in movies and "few small theatres can justify the costs" of installing the equipment to show such films.

Skyvue Drive-In opened in Shelby, N. C., and will accommodate 346 automobiles, according to J. E. Haney, one of the proprietors.

NEWS OF THE Territory

BRANCHES
Cincinnati

U-I's "Modern Minutemen of the Air," at the Albee, is of special interest locally, because a number of the scenes were shot in this area. . . . Louis de Rochemont, producer, "Cinerama Holiday," will be one of numerous prominent guests for the film's opening June 23 at the Capitol. . . . The Madison has been purchased as an investment by Nathan Bernstien, president, Checker Stores. . . . George C. Hoover, Miami, Fla., chief barker, Variety International, was in for an official visit with officers of Tent Three, local unit. . . . Also in was Howard G. Minsky, Paramount division manager.

James S. Abrose, Warners branch manager, was in Springfield, O., and Jay Goldberg, Realart, was in Indianapolis. . . . George A. Kirby, Republic branch manager, returned from a month's vacation in Europe. . . . Currently vacationing are Neva Gronnotte, Columbia cashier; Shirley Bailey and Ethel Stenger, 20th-Fox clerks; Kay Burdick, Warners clerk; Bernice Christopher, National Screen booker; and Vince Jocob, MGM shipper. . . . Jerry Wakeman, Paramount clerk, was promoted to the contract department, and Margaret Porter is a new clerk. . . . June marriages include Patricia Hericks, Realart billing clerk, to Jerry Cross, and Lucy Oelschlager, National Screen second head shipper, to William Mink, student booker, U-I..

Detroit

Paramount's "Strategic Air Command" was given fanfare treatment at the Michigan festive opening by a two-day spread of ceremonies. The Selfridge Air Force Band gave a concert, the Wayne University and University of Detroit Air Force unit drill teams performed, and Fred Wolf, WXYZ disc spinner, broadcast from his new mobile studio. . . . A family reunion was in store for Jerry Lewis when he brought his wife on his personal appearance tour. Mrs. Lewis attended Cass Tech, Detroit, and visited there with her famous husband to the delight of hundreds of autograph-seeking kids.

Pittsburgh

The new crewman of the Variety Club is David C. Silverman, RKO manager. . . . A one per cent wage tax and a three per cent amusement tax will become effective in July, say the school directors of Jackson, Cambria County. . . . Michael Carlone was shifted from the SW Harris, Tarentum, Pa., to the State, Washington, succeeding Howard DeBold, who has joined the Wometco Circuit in Florida.

The Linda, Smithton, Pa., pulled out of Co-op. . . . William Finkel, Southside, and Samuel Gould, Northside, are observing their 40th year in the industry. . . . The Lake, owned by William W. Zeny, Erie, Pa., will continue in business, although recently he informed the City Council that he planned to change it to a skating rink. The Penn, Blairsville, Pa., recently taken under lease by John Bello, reverted to the owners, the Lipsic brothers.

A real surprise birthday gift for Derris Jeffcoat, manager, Blue Dell Drive-In, was a dozen box tickets for Pirate home baseball games, all spaced on Jeffcoat's days off. The crew of the Blue Dell can be thanked for this novel idea. . . . Frank A. Orban, Jr., Cainbrook and Hooversville, Pa., exhibitor and Somerset County district attorney, won the Republican nomination to succeed himself. . . . Alden Phelps, Waterford, Pa., outdoor theatre owner, and Erie County Democratic chairman, was defeated in his first political bid to win a Democratic nomination for a seat on the board of the Erie County Commissioners.

The James G. (Harris Amusements) Balmers are grandparents again with the birth of a daughter to the Jimmy Balmer, Jrs., in Detroit, this being their third child. . . . A fine reception for the new three-day policy was reported by M. H. Parker, manager, Strand. . . . A multimillion dollar shopping center will be erected near the ABC Drive-In, Baden, Pa., area. . . . MGM salesman Eddie Moriarty, refreshed after vacationing, expects to be a grandpop soon of twins.

Charlie Bick, former Erie, Pa., theatre manager who stepped out into the film newsreel and TV field there, is headed for the matrimonial altar.

H. Burton Byerly has been named manager, Community Drive-In, Kittaning, Pa. . . . Al Tate, New Castle, Pa., exhibitor, will see his son Mark graduate next month from New Castle High School, and son Donald will graduate from the University of Illinois, where he has been a grid star, as was his brother, Al, Jr., now with International Business Machines, Battle Creek, Mich. . . . The Aliquippa school patrol boys and girls attended a free show at the State. . . . The Silver Drive-In, near Windber, has a new wide-screen, new projection lenses, sound system, and a new three-lane exit.

New Censor Bill Seen Passing Test

COLUMBUS, O.—The administration film censorship bill, approved by the Ohio House of Representatives, "should be able to stand the test of judicial trial," said The Columbus Dispatch editorially. "The measure is definite in its limitations, is obviously clear in the kind of matter that would be considered objectionable, and, unless the courts finally decide that any kind of control is in itself illegal simply because it is control, should be able to stand the test."

The 105-10 vote on the bill "is largely indicative of public sentiment on the issue," added the editorial. The newspaper paid tribute to Representative Edmund James, chairman, subcommittee, judiciary committee, which drafted the measure. He "worked valiantly" to draw a measure "which will stand up in court and at the same time identify and define what is obscene, lewd, lascivious, and advocative or provocative of immediate crime or jeopardy to public safety."

The Dispatch said that the task of writing a constitutional censor law is "most difficult," for "in a free nation such as this where the freedoms, especially of speech, assembly, and press are guaranteed unconditionally, the freedom for an unrestricted expression of ideas of any kind and through any medium is strongly implied."

Kentucky
Louisville

According to the Kentucky Revenue, a report of state revenue compiled by the Department of Finance and the Department of Revenue, Frankfort, Ky., tax revenue on amusement for April, 1955, was $90,794.27 as compared to $88,108.47 for April 1954. Tax revenue for July thru April on amusements, 1954-55, was $1,377,321.02 as compared to $1,273,587.46 for July thru April, 1953-54.

The Bard, a subsequent run neighborhood theatre, was sold at auction to settle the estate of Chris Thodis, operator for many years of a restaurant. The sale will cover bequests of $61,557 left by Thodis. The building was bought by Oscar K. Fine, Evansville, Ind., who

In connection with the recent showing of U-I's "Revenge Of The Creature," RKO Palace, Cincinnati, manager J. Elwood Jones, aided by U-I's promotional representative Duke Hickey, developed this "have your photograph taken with the Creature" stunt. A tie-up with Huber photography store resulted in the presence of Polaroid cameras and operators.

Warners recently held trade screenings of "Mister Roberts" in the various exchange centers. Among those seen in attendance at CINCINNATI at the Valley were, left to right, William Keyes; Bob Keyes, Dayton Victory; Dale Stevens, drama editor, Dayton Daily News; J. S. Abrose, Warners branch manager; Elmer Redille, veteran showman; and Louis A. Wiethe, Cincinnati exhibitor; at CLEVELAND at the Colony, left to right, William Twig, Warners branch manager; and Ted Vermes, owner, Yorktown; at DETROIT at the Fisher, Joe Baringhaus, Warners branch manager; and Ed Stucky, Butterfield Theatres, Inc.; in INDIANAPOLIS at the Fountain Square, left to right, Esther Best, Affiliated Theatres booker; Wilma Leaster, Y and W Circuit booker; Sol Greenberg, Y and W Circuit booker; Mary Jane Liebold, Affiliated booker; and Judy Falbenwider, Affiliated booker; and at PITTSBURGH at the Schenley, left to right, Bob Bowman, Stanley Warner Erie district manager; William Finkel, independent exhibitor; Mrs. Finkel; and Jack Kalmenson, Warners branch manager in Pittsburgh.

now operates the theatre. . . . E. L. Ornstein, national director, newly formed Allied Theatre Owners of Kentucky, was in New York to attend the National Allied board meeting. An all out membership drive has been started by the Allied Theatre Owners of Kentucky in their newly formed organization.

R. H. Robertson, Majestic, Springfield, Ky., has been admitted to the Veterans Administration Hospital, Louisville. . . . James Howe, Richland, Carrollton, Ky., has been admitted to the Good Samaritan Hospital, Cincinnati.

Harry and Sam Switow, executives of M. Switow and Sons Theatrical Enterprises, are on an extensive vacation trip to Hawaii. They are expected to return in approximately 30 days. . . . Guthrie F. Crowe, former president, Kentucky Association of Theatre Owners, and former commissioner, Kentucky State Police, and now a Federal Judge in the Panama Canal Zone, was a recent visitor here.

Ohio

Columbus

A daring daylight robber held up Rosemary Sims, RKO Palace cashier, and escaped with $72. Miss Sims, an amateur artist, made a sketch of the robber for police. . . . Mrs. Ethel Miles announced a policy of first-run attractions at the four Miles auto theatres. The list of features includes "Shotgun," "Seven Angry Men," "An Annapolis Story," "The Big Tipoff," "Las Vegas Shakedown," and "Case of the Red Monkey." Mrs. Miles is installing a 114-foot screen at the East Main auto theatre.

John Barcroft, who was RKO theatres, publicity manager here before he opened his own publicity office, has been reunited with his former boss, Harry Schrieber. Barcroft is handling publicity for the new Franklin County Veterans' Memorial of which Scheiber is promotion manager. Barcroft also is in charge of publicity for the Miles theatres. . . . Richard Secord, who was assistant manager, Loew's before he entered the U. S. Military Academy, has been graduated from West Point. He will report Aug. 10 to Marianna Air Force Base in Florida. . . . Fred Oestreicher, Loew's publicity manager, spent part of his vacation by taking a cruise on the Delta Queen down the Ohio River from Cincinnati.

Theatre owners and other business firms in Ohio face costs doubling the amount of payments for unemployment compensation if a bill backed by the CIO is approved by the voters in the November election, said Robert Wile, secretary, Independent Theatre Owners of Ohio. The labor group currently is circulating petitions throughout the state to assure placing the bill on the ballot. Wile said if the bill is approved it will make the hiring of employees doubly difficult. He is asking Ohio exhibitors to agree to run a short trailer urging patrons to vote "no" if the bill should come up for a referendum. He said the labor organization is dissatisfied with results of attempts to get increased unemployment benefits by vote of the Ohio Legislature. The proposed legislation seeks to raise the maximum primary weekly benefits from $30 to $50 and increase dependency benefits from $5 ($2.50 for each of the first two dependent children) to $9, which would give $3 per week for each of three children. Maximum duration for receiving benefits would be increased from the present 26 weeks to 39 weeks. Wile said the potential maximum benefits would increase from $910 to $2301.

In Aberdeen, O., Henry M. Walker, Jr., operator, Riverside Drive-In, has formed a corporation, Park Drive-In Theatre, Inc., to construct and operate an outdoor theatre in Mason County, Ky. . . . In Mount Vernon, O., Ron Sturgess, Knox Auto Theatre, is a new member, Independent Theatre Owners of Ohio. . . . In Wooster, O., Mrs. Theodore Belourres, Skyline Auto Theatre, is a new member, Independent Theatre Owners of Ohio.

The In-Town Auto Theatre in suburban Whitehall was opened by the Mainview Corporation, Chicago, as the largest drive-in in central Ohio. Capacity is 1,000 cars, and the screen measures 110 by 60. The drive-in will have in-car heaters for year-round operation. Jerry Shinbach is president of the corporation and Lou Holleb is manager. The company has joined the Independent Theatre Owners of Ohio, secretary Robert Wile announced. There are now 13 auto theatres in the central Ohio area.

Findlay

W. V. Dworski, Harris, recently had a full page co-op ad with several merchants at no cost to the theatre on the reissue of "Davy Crockett, Indian Scout." Kresge's and four other stores gave their full cooperation. The ad appeared in the Republican-Courier.

NEWS OF THE Territory

Chicago

A $10,000 check was presented by the Junior Philanthropic Society to La Rabida Sanitarium, Variety Club's main charity. The funds will be used for a research laboratory for studies of children's rheumatic fever. . . . James E. Velde, United Artists western division manager, visited here and in Milwaukee.

Friends of Warren Slee will regret to learn of a second mishap in the family. He was MGM transportation manager here for several years until he retired and took his folks to Honolulu. Slee was seriously injured in a fall in the new home he was building. His wife was recently hospitalized in an accidental concussion. . . . Hector Bishop is hale and hearty again and back on the job as Coronet manager, after several weeks in the hospital.

The Stadium, suburban Evanston, Ind., is being revived as a movie palace under a new name, the Evanston. Jack and Julius Kaplan, realtors and manufacturers, who bought the building from Northwestern University, will operate, and have chosen Lester Stepner, who earned laurels as manager, 400 and McVickers, as director. A few years ago the house changed from a movie to the legit Showcase, which found the going too rugged. Stepner is installing a wide-screen along with other improvements, for tentative opening July 1.

Hamilton Coleman, on the La Salle staff several years ago, is author of a new book, "Shakespeare and the Bible." The theatre was razed to make way for a church. . . . James D. Kennedy, 60, for 40 years in theatres in Indiana, was killed in an auto accident while on a vacation trip to North Carolina. His wife, injured, was taken to a hospital. . . . Theatre attorney Seymour F. Simon was in New York for conferences.

Theatre attendance, which had increased month by month during the past two years, dropped slightly in May, according to the city tax collectors. The take for the month was $93,477, as against $95,066 for that period a year ago. Similarly, total amusement taxes were less, with $149,517 in May, and a year ago for that month, $160,732. . . . Allied Theatre Owners of Indiana set June 23 as a tentative date for a French Lick, Ind., board meeting, and for a reunion with southern Indiana exhibitors.

Of the 90 films scanned by the police censor board in May, 24 were foreign. Adult ratings were given three of these from abroad. None were rejected, but 12 cuts were made in the total of 494,000 feet.

Illness in the family of William A. Carroll, secretary, Allied Theatre Owners of Indiana, caused cancellation of his attendance at the National Allied board meeting in New York.

Allianee Amusement Corporation exeeutives are seen at a recent luneheon meeting at the Blackstone Hotel, Chieago. From left to right are Peter Panagos, promotion manager; Dino Tubekis distriet manager; Herb Sullivan, district manager; Nat Nathanson, Allied Art'sts exchange manager; John Doerr, booking manager; and Bob Baehman, assistant booking manager.

President Charles H. Percy, Bell and Howell, announced three promotions in the company: John P. Buchan to treasurer, John K. Latter to ccntroller, and Charles K. Preston to secretary. . . . The Glen, Quincy, Ill., is being closed for the summer by the Dickinson unit.

Loyalty to the Armitage, where he started as usher, paid handsomely for Alford Blanchard, who was elevated to assistant manager, and now manager. During World War II, he took leave to join the navy and returned after being wounded by a torpedo during Caribbean duty. The theatre was recently reopened by Scope Theatres, which also operates the New Strand, after a four-year closing.

Arthur Weinberger, Warners office manager, visited New York friends on vacation. . . . Fred Corey, Surf manager, turned over the house to Daughters of the British Empire for a benefit to the British Home of the Aged, Brookfield, Ill. . . . Harry Balaban, H and E Balaban Corporation, John Balaban, B & K prexy, and Barney Balaban, Paramount president, went to St. Louis to attend the wedding of their nephew, Herbert Balaban Carp, to Nedra Worthen, Kirkwood, Mo.

John Balaban, president, Balaban and Katz, and Jack Kirsch, president, Allied Theatres of Illinois, are among the 40 industry leaders named to serve as national committeemen for the Audience Awards poll, to be conducted Nov. 17-27.

A hospitality meeting for Northside and suburban Evanston personnel of the Balaban and Katz chain was presided over at the Uptown by president John Balaban and vice-president David Wallerstein, who were cheered for their remarks. The get-together was attended by 250 managers, assistants, projectionists, janitors, ushers, and candy girls, and was such a success that it became the forerunner of other meetings to be held in other B and K districts of the city. Those who had been on duty until late the night before awakened with coffee and donuts and milk at the 10 a.m. event. It was a reunion and renewal of friendships for the veterans, and aquaintance for the newcomers. Balaban and Wallerstein explained how public goodwill can be furthered by courtesies and the creation of a hospitable atmosphere in theatres.

Civic leaders have launched a campaign to raise $150,000 for a La Rabida Sanitarium research laboratory in memory of the late Richard J. Finnegan, who was board president of the internationally-famed instution and an honorary member of Variety Club. The sanitarium is Variety's principal charity. Former mayor Martin Kennelly is honorary chairman, campaign committee. . . . Friends of Matt Plunkett, former manager, RKO houses here, and now Missouri manager, Kansas City, will be sorry to hear that his wife Lucille went to the hospital for a serious eye operation. . . . Three members of the police pension board, among them theatre man James Coston, who is president, live in Powhattan Apartments in Hyde Park's "Indian Village."

Dallas

Interstate Theatres' head booker Ray Jones has submitted his resignation and will open his own television booking office, according to R. J. O'Donnell, the circuit's vice-president and general manager. The resignation will be effective July 1, when Jones will begin operation of TV Southern Booking Service. Jones, a World War II veteran who has been head booker for 10 years and in Interstate's booking department for 20 years, will be succeeded by Joe Jackson. Jackson has been booking for the circuit's large city suburban theatres for four years. Before that, he was assistant city manager, supervising operation of the suburban theatres. A. D. Deason will take over Jackson's former position. Deason has been with Interstate for 27 years, starting as an usher and graduating to city manager in small towns. For the last 13 years he has directed suburban theatre operation in Houston in the capacity of assistant city manager. Head bookers for the Texas Consolidated group of theatres in the Interstate Circuit, Howard Baskin and Vean Gregg, will continue in their present capacities.

Promotion of A. D. Deason, assistant manager, Interstate Theatres in Houston, for the past 13 years, to head booker for the circuit's neighborhood theatres, was announced. He will be succeeded by Russell Rindy, former manager, Tower. Other managerial changes announced by Al Lever, city manager, are Ross Vallone, from the Eastwood to manager, Tower; Hank Hannington, from the Santa Rosa to the Eastwood; John Ellis, from the Wayside to the Santa Rosa, and Oliver Klaus, from assistant, Majestic, to manager, Wayside. In his new post, Deason will book for 31 neighborhood houses in Dallas, Fort Worth, San Antonio, and Houston.

Denver

A new name was added to MGM's Ticket-Selling Workshop panel list when Lester M. Neely, president, Neely Theatres, Inc., with headquarters at Marion, Ala., appeared at MGM's Ticket-Selling Workshop in the New Mexican Room of the La Fonda Hotel, Santa Fe, N. M. His agreement to appear was obtained by Mike Simons, director of customer rela-

Warners recently held trade screenings of "Mister Roberts" in the various exchange centers. Among those seen in attendance at CHICAGO at B and K's Century were, left to right, Duncan Kennedy, general manager, Publix Great States Corporation, with George Lefko, Warners Chicago branch manager; at DALLAS at the Majestic, left to right, Hal Cheatham, city publicity director, Interstate Circuit, Inc.; Frank Starz, publicity head, Interstate Circuit, Inc., and Bob Brock, critic and special feature writer, Dallas Times Herald; at DENVER, left to right, Earl Bell, Warners branch manager; Fred Knill, vice-president and film buyer, Gilbraltar Theatre Circuit, and Tom Smiley, vice-president and film buyer, Wolfberg Theatres; in DES MOINES at the Des Moines, left to right, Neil Adair, Central States Theatre Corporation; L. J. Wegener, Central States Theatre Corporation; N. T. Blass, Warners branch manager; Butch De Frene, I and M Booking Agency, and M. E. Lee, Central States Theatre Corporation; at KANSAS CITY at the Brookside, left to right, Glen Dickinson, Jr., Dickinson Operating Company; Russell Borg, Warners branch manager; Mrs. Velma West Sykes, feature writer for a trade publication, and Dick Durwood, Durwood Theatres, Inc.; at MINNEAPOLIS at the State, left to right, H. B. French, president, Minnesota Amusement Company; M. B. Adcock, Warners branch manager; Ray Niles, district manager, Minnesota Amusement Company, and Charles Winchell, vice-president, Minnesota Amusement Company; at OKLAHOMA CITY at the Midwest, left to right, Allendar Scott, Dream; Paul Townsend, Midwest; H. D. Cox, Caddo; Clint Applewhite and son, Jerry, Liberty; Don Tullius, Warners branch manager; Bill Donaldson, Ritz; Chris Caporal, Bison; George Caporal, Mayflower; Howard O'Bryan, Yale, and B. J. McKenna, Oklahoma; and at OMAHA, left to right, Don Shane, city manager, Tri-States Theatres; Carl Hoffman, manager, Omaha; Frank Hannon, Warners branch manager; Ed Force, manager, RKO Brandeis, and Walter Jancke, city manager, Dent Theatres, Lincoln, Neb.; at ST. LOUIS, left to right, Bill Kalmann, Bremen; John Meinhardt, district manager, Fox Midwest Amusement Corporation; Hall Walsh, Warners branch manager, and John Giachetto, Springfield, Ill., short subject booker, Frisina Circuit; and in SEATTLE at the Egyptian, left to right, Douglas J. Forbes, vice president and buyer, John Hamrick Theatres; John Hamrick, president, Hamrick Theatres; Vernon Stewart, Warners branch manager, and Will J. Conner, executive vice-president, Hamrick Theatres. The film received most enthusiastic response.

tions for MGM, while in Atlanta conducting the Workshop there recently. Ed Thorne, city manager, Cooper Foundation Theatres, with headquarters in the Criterion, Oklahoma City, made his second Workshop appearance as a panelist at Santa Fe. He was a panel member at the Billings, Mont., session. L. J. Williams, who operates the Williams, Union, Mo., Gasconade, Owensville, Mo., and the Hermo, Hermann, Mo., will be the small town panelist on this occasion, his sixth workshop chore. Ted Galanter, west coast division press representative, will present MGM's 33 exhibitor aids. This will be Galanter's second appearance on a Workshop program, having made his debut at the Billings, Mont., forum. Approximately 150 exhibitors from New Mexico in the Denver territory and from southwestern Kansas, western Oklahoma, west Texas, and Arizona are expected to attend the Santa Fe Workshop, according to MGM's Denver branch manager, Henry Friedel, who will share the honors as host with Oklahoma City branch manager George Fisher and southwest division manager John S. Allen. Salesmen James Micheletti and Gerald Banta, Denver, also will attend.

Branch managers, salesmen, and several theatre men were present at the closed circuit broadcast at the Paramount screening room for the opening of the annual drive for funds for the Will Rogers Memorial Hospital. Exhibitors are asked to take up a collection for the fund. Sixty-nine houses in the Denver area aided the Korean fund by collections. Jack Felix, branch manager, Allied Artists, is chairman of both drives. . . . Mrs. Arthur Goldstein, whose husband operates the World, is in Rose Memorial Hospital for an operation.

Patricia Pattison has been added as a stenographer at Buena Vista, succeeding Marlyn Bennett, who left to go into radio and television. . . . Atlas Theatres are doing an extensive remodeling at the Unique, Gunnison, Colo. Among other improvements, they are adding CinemaScope and stereophonic sound. . . . Tillie Chalk, Paramount office manager, was in a local hospital a few days for a checkup.

Des Moines

Charles F. Carpentier, Secretary of State for Illinois, addressed the Des Moines Variety Club at a banquet held in connection with its annual field day. . . . The Nashua, which has been in operation for many years, has been closed at Nashua, Iowa, and will not reopen again. The Charles City theatre has purchased the seats and other equipment, and the building is for sale. . . . Frank Kuruska, 60, projectionist, State, Cedar Rapids, Iowa, died at his home following a cerebral hemorrhage.

Fred Osterhage, Mason City, Iowa, has purchased the Fox, Nora Springs, Iowa, from Mrs. Earl Stanton. Mrs. Stanton has been operating the house since her husband's death last October. . . . I. R. Glesne and Mrs. Lily Johnson have reopened the Swan, Mediapolis, Iowa. . . . The Lakota, Kaota, Iowa, has been reopened by Andri Springis and Allen Smith and will operate on Wednesday and Saturday nights.

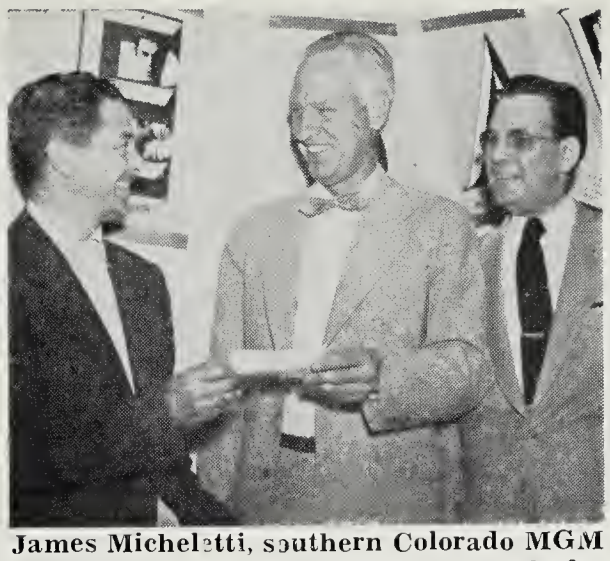
Los Angeles

Ed Harris has sold his interest to his partner, Paul Mart, in the Arrow and Fontana, Fontana, Cal. Harris has moved to Glendale to manage the United Artists Capitol. . . . Margaret Scott, Warners PBX operator, took off for an eastern vacation. . . . Bernie Cobb, RKO salesman, has resigned. . . . A life-time pass and his first retirement check were presented to George Bowser, former Fox West Coast general manager, at a farewell reception in the penthouse of the company's home-office here. Bowser, who started in show business 40 years ago with the Skouras Brothers in St. Louis, will leave shortly for a vacation tour of the European continent.

Honeymooners are Jack Lowenbein, owner, Rio, San Diego, Cal., and the former Francene Anne Bailys, who were married in Las Vegas. . . . Hospitalized with a back injury was Allan Banks, husband of Jeanette Banks, secretary to Morris Sudman, 20th-Fox branch manager. . . . Harold Wirthwein, AA western division chief, is a grandfather. His daughter, Mrs. Lois Riddell, gave birth to a seven pound, four ounce son, Jed Steven. . . . George Hickey, MGM's Pacific Coast sales chief, headed to Salt Lake City for conferences.

Milwaukee

At the Wisconsin Variety Club meeting, Sam Kaufman gave a report on the national convention in Los Angeles. Variety Club announces that it will hold its Heart Fund collection in July. . . . Dave Goldman, Stanley Warner Theatre Circuit, is taking a short vacation. . . . Fox-Wisconsin is having a face lifting of the front, which is being repainted.



James Micheletti, southern Colorado MGM salesman, recently presented a check for first prize in the "Julius Caesar" campaign to George McCormack, owner, Skyline, Canon City, Colo., as Frank Jenkins, MGM field press representative, looked on.

Fox-Wisconsin's Strand is again opened for the summer season. . . . The closing of Fox's Fox leaves Stevens Point, Wis., without a theatre. The city is 17,000 population. . . . Irving Mirisch and associates have formed Federated Enterprises, Milwaukee, to distribute independent product. . . . Ollie Trampe, Allied Artists and Film Service, Inc., was named to the board of the National Film Carriers at a New York meeting.

Gem, Gillette, Wis., has re-opened after three months. . . . Plum City, Wis., businessmen are keeping the local theatre open under a sponsorship with the management. . . . Bob Hoffman, manager, Royal, has taken over the managing of Jefferson, Jefferson, Wis.

F. J. McWilliams and son, Mac, pioneer exhibitor in Wisconsin, paid a visit to the exchanges regarding their theatres in Portage, Wis. . . . Earl Fischer is now managing the Alamo, owned by the Fischer family and operated for the past several years by Angelo Provinzano. . . .

An American Legion resolution lauding the memory of the late Charles P. Skouras was recently presented at the annual Americanism dinner co-sponsored by Allied Post 302 and Fox West Coast Theatres in honor of 250 outstanding Los Angeles area high school ROTC cadets. Participating in the program held at the Ambassador Hotel were, left to right, Rev. Thomas Grice, past National Legion chaplain; Charles P. Skouras, Jr., who received resolution honoring his father; California Deputy Attorney General William V. O'Connor, chairman of the event; Los Angeles Municipal Judge Roger A. Pfaff, Allied Post commander, and Edwin F. Zabel, general manager, Fox West Coast Theatres.

Henry Cludius, theatre electrician, Fox's Wisconsin, died of a heart attack. . . . Floyd Albert, Strand, Mount Horeb, Wis., was a visitor at the film exchanges.

Minneapolis

Bonnie Lynch, formerly branch manager's secretary, Paramount, has been named a booker. Replacing her as branch manager's secretary will be Ila Klossner, formerly of Northwest Theatre Service. . . . Hal Perlman, U-I exploiteer, was in for "This Island Earth," Riviera, St. Paul, and Lyric, Minneapolis. . . . Marlene Hickerson, secretary to Don Swartz, Independent-Lippert, is engaged to Bill Gibbs. . . . The Roxy, Clarkfield, Minn., and its equipment was auctioned off by Mrs. Franceil Kereby, owner.

Ralph Maw, branch manager, MGM, vacationed at home. . . . Mary Kelly, MGM office manager's secretary, also vacationed at home. . . . George Deutz, box office statement clerk, MGM, vacationed in Canada. . . . 20th-Fox had a picnic at Bass Lake. . . . Joan Rosendahl is the new biller, 20th-Fox. . . . Ben Marcus, Columbia midwest district manager, was in. . . . E. A. Schwidt held an open house at his Loraine, Armour, S. D., in honor of the theatre's 25th anniversary.

Several new drive-ins were announced for the territory. Gordon Sties, Menomonie, Wis., is working on one at Wacouta, Minn., to accommodate 400 cars. . . . Drive-In Theatre Company, Sioux Falls, S. D., announced plans for a 650-car drive-in at Faribault, Minn. The company operates two drive-ins in Minnesota and two in South Dakota. John Watters, Fairmont, Minn., will manage the project. . . . Work also has been started on Leo Aved's new drive-in, Coon Rapids, Minn. . . . The Welworth Circuit, Minneapolis, has opened new drive-ins at Montevideo and New Ulm, Minn., where the circuit also operates conventional theatres. Work also is being pushed on Welworth's new outdoor stand at Devils Lake, N. D.

RKO's "Son of Sinbad," forced out of a downtown first run in the Twin Cities when a Legion of Decency "C" rating brought about cancellation of all RKO Theatres bookings, got its upper midwest premiere at the opening of Al Aved's new Lucky Twin Drive-In south of Minneapolis. Fay Dressell, branch manager, RKO, said that Aved has been granted an exclusive first-run on the picture. Dressell also said that the area has other non-circuit dates for the film, but declined to name them.

Minneapolis police are hunting a former employee of Sol Fisher of the Campus and Varsity theatres following the theft of $4,678 from the two neighborhood houses. Loss at the Campus, an art house, was $3,000.50 and at the Varsity, $1,677.50. . . . Cloquet Theatre Company sold its Lob, Cloquet, Minn., to Arthur Carter, a Cloquet businessman. . . . Mel Davis, former owner, State, Red Lake Falls, Minn., purchased the drive-in at Hibbing, Minn. . . . Boulevard, Minneapolis house, has been redecorated, and new seats and carpeting have been installed.

(Continued on next page)

MGM Workshop Hits Mound City

ST. LOUIS — Upwards of 200 theatre owners and managers who attended MGM's 21st Ticket-Selling Workshop at the Chase Hotel here were rewarded with more than $600,000 worth of selling ideas, luncheon, plus some ice cold Coca-Cola as an extra bonus for having been on hand. Host at the luncheon, as in the previous workshops, was the Coca-Cola Company, and F. E. Riggs, sales manager for Chicago and St. Louis, and Frank Sheldon, vice-president, Coca-Cola Bottling Company of St. Louis, were on hand to take the bows.

Mike Simons, MGM's director of customer relations, was in charge, but the exhibitor panelists worked entirely on a free-wheeling basis. The exhibitor participants in the workshop were Clarence Golder, Civic Center, Great Falls, Mont.; Robert Walker, Uintah, Fruita, Colo.; Art Farrell, Southwest 14th Street Drive-In, Des Moines; and Joseph Jarvis, Gilbert Stuart, Riverside, R. I. Emery M. Austin, director of exploitation, Loew's, Inc., New York, gave a quick but properly detailed outline of MGM's 33 exhibitor aids.

Loren Cluster, Salem, Ill., on behalf of the Missouri Illinois Theatre Owners, was given time to make an appeal for letters to the FCC before June 9 to protest against toll-TV.

The day's proceedings got underway with an address of welcome by Tom E. Bailey, St. Louis exchange manager for Loew's, Inc.

Simons gave the why for these workshops, "Getting people into theatres, since that's all theatre folk are interested in." Panelists here and elsewhere had been "billed" solely because they had ideas that sold theatre tickets.

The importance of impressing on merchants and other business men the value of the theatre to their community and the absolute necessity for every motion picture theatre owner and manager to make himself an important person in the community was stressed throughout the day. As Simon put it, "The town without a motion picture theatre is a dead town," a fact that should be constantly kept before all community leaders.

Golder, who owns four conventional theatres and two drive-ins, urged exhibitors to become the permanent chairman of the entertainment committee of the community, and told how in order to sell theatre tickets he gives them away. These "giveaways" are slanted at public goodwill, including invitations to be the theatre's guests sent to various organizations, such as Boy Scouts, Girl Scouts, high school teams, and school bands, etc., and free shows for Safety Patrol card holders. All this is to keep the community indebted to the theatre.

Walker, who had a 210-seat theatre in a community of from 1200 to 2500, took time out as he was starting his talk to introduce his wife, Melba Walker, his chief helper in combatting the competition of three drive-ins, plus a lighted horse track and a baseball team, not to mention TV. He told of the beneficial results from the "Salute to the Movies" in which the merchants of the town participated.

Simons stressed the importance of employee morale, with all workers trained to boost the house at every opportunity. Mike also told of the advantages of reading the trade press. Farrell said everything he does is pointed at the family trade, his drive-in having a playground for the kiddies, provision for bottle warming, free gum and free potatoe chips, etc. He told how he "took our story to the housewives of Des Moines" through a questionnaire take house-to-house by two trained lady canvassers. Housewives who participated by answering varicus questions were rewarded with free passes for the family and a pearl necklace that cost seven cents. This check-up of movie habits and views has already covered 7,000 of the 50,644 homes in Des Moines, at a total cost of $1,400. He touched on the fine possibilities of Sunday morning church services at a drive-in.

W. Hardy Hendren, Jr., United Film Service, Inc., Kansas City, then hit the highlights of the fine direct mail campaign his company had worked out slanted at selling the movie theatre to hometown merchants.

(Continued from preceding page)

Oklahoma City

Irene Metzler is the new receptionist at Metro, replacing Barbara Rychlec, who has been promoted to biller. Barbara replaces Marjorie Wolf, who resigned to await a blessed event. . . . Betty Matthes has replaced Shirley Varner as office manager's secretary, MGM. Shirley resigned to continue her schooling. . . . Vera Strickland, cashier, MGM, is vacationing. . . . Barbara Bowers, secretary to branch manager, MGM, spent the holidays in Terre Haute, Ind., visiting her relatives.

Video Independent Theatres changed the name of the Ritz, Ardmore, Okla., to the Park. . . . Thompson Theatres closed the Sequoyah, Tehlequah, Okla. . . . K. Lee Williams Theatres bought the Sunset Drive-In, Wilburton, Okla., from Kinsel Tucker, and changed the name to the Wilburton Auto. . . . Myron Osburn has closed the Aline, Aline, Okla. . . . Albert Turtlelott closed the Ritz, Fairland, Okla., with no plans to reopen. . . . S. B. Rucker, cashier, Paramount, is vacationing.

St. Louis

Friends of the late former Circuit Judge Moses Hartmann and his widow, Mrs. Carrie Scooler Hartmann, were saddened to learn that funeral services for her were held in Los Angeles. Mrs. Hartmann, who left here with her husband to settle in California some 17 years ago, died at the age of 75 and was buried at Forest Lawn Mausoleum. One of her two sons is Edmund Hartmann, a Hollywood producer. The other son is Sidney Hartmann, Long Beach, Cal. Three sisters and a brother also survive.

The grand opening of the Holiday Drive-In, a unit of the Jablonow-Komm Theatres, Inc., took place. The 1000-car Holiday offers to the public one of the most elaborate drive-ins in America. Its contemporary style buildings are in a park-like setting that has real eye appeal. It includes a year 'round air conditioned cafeteria that will offer a select menu for supper or lunch, and provides tables and chairs at large picture windows that enable the guest to eat in comfort while watching the picture program. A patio of paved terraces with umbrella-covered tables and chairs indicates a modern approach toward movie relaxation. There is a large playground for the kiddies. The kitchen is all-electric equipped and designed for faster service. The screen is said to be the largest in the St. Louis area. All of the projection and sound equipment is the newest Simplex, as are the in-a-car speakers. It has in-a-car heaters to permit operation in the winter months. This equipment was provided by National Theatre Supply. The architects for the drive-in were Gerhardt Kramer Associates, while the general contractors were the Swan Construction Company.

In Highland, Ill., the Air Park Drive-In, 300 cars, will be taken over by R. L. Costilow, a teacher in the Highland High School. Prior to his teaching job here, Costilow had experience in theatre operations in the middle west. Adolph P. List had operated the drive-in since July 30, 1953. . . . In Kevil, Ky., the Park Drive-In, 225 cars, opened in 1949, has been closed indefinitely.

In Columbia, Mo., the Varsity North Ninth Street was closed and will resume operations again when University of Missouri opens for the fall semister. . . . In Sullivan, Ill., the Grand, owned and operated by Lee Norton, was closed for the summer months. . . . In Riverton, Ill., the Riverton was closed and will remain dark through June, July, and August. Pete Cardoni is the owner.

Don Davis, theatre equipment department, RCA, Kansas City, was here en route home from Camden, N. J. . . . George Phillips, co-owner, Realart Pictures of St. Louis, was in Chicago for a Lippert business conference.

Seattle

A Seattle chapter of the Variety Club is being organized, with committee appointments from a recent meeting including Ed Cruea, Bud Saffle, Glen Haviland, Fred Danz, Jr., and Mercy and Hall Baetz. The next meeting had as guests publicists, and radio and TV personnel. . . . Hugh Owen, Paramount's vice-president out of New York, in charge of western sales, made his first trip to Seattle for a meeting with Paramount's Seattle and Portland sales force. Owen was accompanied by H. Neal East, western division sales manager, Paramount.

Ed Cruea, Allied Artists branch manager, returned from a business trip to Ephrata and Spokane, Wash. . . . A. C. Lyles arrived from the Paramount Studios to handle premiere of the Pine-Thomas "The Far Horizons." Walter Hoffman, Paramount's northwest publicity director, has been traveling throughout the northwest territory setting up plans for the film. . . . Paramount held an exhibitor's luncheon at the Georgian Room of the Olympic which was thoroughly interesting and enjoyed by all who attended.

NEWS OF THE Territory

Boston Crosstown

"Variety Club Day" at the Suffolk Downs race track was a most enjoyable affair, with more than 100 exhibitor members attending the luncheon and races as guests of Judge John Pappas. The Judge named the feature race the "Variety Club Race" with the owner of the winning horse presented a trophy from second assistant chief barker Michael Redstone. All guests were given a free daily double ticket. Cocktails and luncheon were served in the Paddock Club. . . . The largest screening of the week was held at the Fenway when Buena Vista presented Walt Disney's "Lady And The Tramp" and "Switzerland" to the trade and invited guests. Herbert Schaefer, Buena Vista manager, greeted guests at the door. The film opens in July at the Keith Memorial.

U-I's science-fiction film, "This Island Earth," is to have a strong radio and television exploitation campaign. Rex Reason, starring in the film, came to town for air appearances and to meet the press for interviews. Johnnie McGrail, U-I publicist, arranged a luncheon at the Ritz Carlton to introduce the star to the local critics and film editors. McGrail executed a nice tie-in with the film and the Supreme Markets in their four stores in metropolitan Boston. Each store will give away a $25 Planetarium, as well as three plastic space ships and a number of courtesy tickets to the Memorial, to lucky number holders in the four stores. In return, the Supreme Markets are taking 180 lines of film advertising in four insertions in the Boston Globe and other large ads plugging the film in three district newspapers. The film opens June 15 at the Keith Memorial. Following this opening, McGrail leaves for Bridgeport, Hartford, and New Haven to exploit the film in those cities.

Officials of Stanley Warner Theatres have closed the Waldorf, Lynn, Mass., for the summer, with manager William Hart subbing at the Warner, Lynn, as assistant manager, until the Waldorf reopens in the fall. . . . Norman Glassman, Lowell, Mass., exhibitor, has returned from Miami Beach, Fla., with Mrs. Glassman, who spent the winter months there. . . . Don Falco paid a visit to the district for the first time since his recent illness. Looking tanned and rested, he expects to be back on the job as salesman for Capitol Theatre Supply after July 4.

Owner Benjamin Sack has closed the Saxon, Fitchburg, Mass., for June while the theatre undergoes refreshening. Manager Frank Boyle is concentrating all his activities on the Fitchburg in the same city. . . . One of his first evenings out of the house since his recent hospitalization found Bill Sullivan, Maine and New Hamphire head booker, at a drive-in watching the show from the comfort of the family car. From all reports, he

Gasper G. Urban, former salesman, was recently promoted to the post of branch manager of the Paramount Boston exchange.

enjoyed the experience immensely. His condition is so improved that he expects to be back at his office in July for part-time appearances, at any rate. Another industryite on the recent sick list is Edward Canter, American Theatres, who is also greatly improved and is expected back on the job in a few weeks.

Redstone Drive-In Theatres have started construction on a new huge drive-in to be built in East Rutherford, N. J., marking the 10th drive-in in the circuit and the second in New Jersey. Their Newark Drive-In opened its gates on June 9 with Michael Redstone, president, and his son, Edward, vice-president, in attendance. The new East Rutherford ozoner was designed by William Riseman Associates, Boston. The actual work will be done by local contractors. The opening is scheduled for Labor Day.

Joseph E. Levine, Embassy Pictures, is distributing "Sins Of Pompeii," which is to have its American premiere in this territory. Bought in Europe by Terry Turner, General Teleradio, Inc., and Tom O'Neil, president, Mutual Broadcasting Company, the film is to have the full radio and television exploitation treatment accorded other of the Turner films which have been presented in this section. Levine invited a group of film buyers and bookers to his office to see the TV and theatre trailers which have been made up from scenes from the film. George Kraska, Embassy, is already working on the exploitation and will contact theatre managers on the publicity.

Lyman O. Seley, division manager, Manley, Inc., announced the following promotions in his staff. Irving Dunn, former theatreman, who has had the New York and New Jersey territory, has been appointed territorial manager, Philadelphia area, which includes Pennsylvania, New Jersey, and a portion of New York state. He has purchased a new home in a Philadelphia suburb for his family. Harold J. Mulcahey is replacing him as salesman, New York City area. John Stone, who had the Maine, New Hampshire, and Vermont states, is now territorial manager for all six New England states. Ed Courtney has been named his assistant. Sam Horenstein, who was Manley manager here for many years, has returned to the company, covering the New England section, and will be a general goodwill ambassador for Manley all over the country.

Arthur Stein was recently promoted to district manager, Levine-Yanofsky Drive-Ins, operating four in Massachusetts, with a home office in Boston.

C. Edwin Compton has taken over the Altec service in the Worchester, Mass., area, effective June 6, replacing the late Phil Gruen, it has been announced by "Red" Pierce, Altec district manager here.

Worthington "Buster" Holt, who has been with the Lockwood and Gordon Circuit since 1939, has resigned as manager, Portland Drive-In, Scarborough, Maine. He will open the new Den-Rock Drive-In, North Andover, Mass., on July 3 for the Shay brothers and will continue as managing director. This new theatre is being booked by Daytz Theatre Enterprises. He is being replaced in Scarborough by Harry Johnson, who moves over from the circuit's Winslow, Maine, Drive-In. Robert Duffy has been placed at the Winslow.

The first thing Rex Reason did when he arrived for his first visit was to take in the art festival in the Public Garden. A native Californian, the young actor featured in U-I's "This Island Earth," is six feet, 3-and-a-half inches tall, and wired ahead for a special bed at the Ritz Carlton Hotel. He also has completed for U-I, where he has a seven-year contract, a film called "Kiss Of Fire," in which he is starred with Jack Palance. He has made two films before but they were under the screen name of Bart Roberts, which the studio gave him because his own name, which happens to be Rex Reason, sounded, according to U-I, too theatrical. But by dint of persuasion he was at last able to work under his christened name. He was in town for two days under the guidance of Johnnie McGrail, U-I publicist, for radio and television appearances, and to meet the press at a luncheon in the Ritz.

David Score closed the Yarmouth, Yarmouth, Me., permanently. This is the house he took over last February when the lease to Marshall Carleton had expired. Carleton is now in the real estate business in that area. . . . A daughter, third child and second girl, was born to Mr. and Mrs. John W. Fecke, Cheshire, Conn., making Al Fecke, UA salesman, a grandfather again.

Gasper G. Urban, new branch manager, Paramount, is a native of Lynn, and now lives in Swampscott. He joined the company in 1949 as a shipper, and worked his way up through the booking department to office booking manager. He was with the Marine Corps for 17 months, returning to Boston as a sales

trainee. Almost immediately he was transferred to Charlotte as office booking manager. Last September he returned to Boston as a special representative for the new VistaVision process, and later he was a salesman in Maine and Vermont. A graduate of Notre Dame, he played football on three national championship teams under coach Frank Leahy, and has had professional football experience.

Eliminations announced by the Bureau of Sunday Censorship included "The Good Die Young," parts 1 to 10 (Deletions: Eliminate dialogue, "You don't give a damn about me," in part 3; "Two bums in harmony," in part 5; "Would you mind telling me where the hell you've been all night," in part 5). United Artists. "The Outlaw Girl," parts 1 to 10 (Deletions: Eliminate the following dialogue, "I'm going to have a child"—to and including —"Huh, a son," in part 7). IFE. "A Royal Affair," parts 1 to 10 (Deletions: Eliminate following English sub-title and accompanying French dialogue, "Her brother lying there exhausted by a long journey," in part 7; eliminate scene where Bourdier opens his wife's boudoir door, showing view of bed, and the following English subtitles and accompanying French dialogue, starting with "Good Heavens," —to and including—"With my wife under my very nose," in part 10). Regal. "Son Of Sinbad," parts 1 to 10 (Deletions: Cut to flash scene showing girl dancing in part 1. Cut to flash scene showing Nerissa dancing in part 5. Cut to flash scene showing girl dancing and waving arms in part 7). RKO.

New Haven

Crosstown

Irving Hillman, manager, Roger Sherman, arranged with The New Haven Register to give a guest admission ticket to the youngsters who participate in a contribution of $15 or more to the Family Service Fresh Air Fund. Angle received a nice story of coming attractions to the Roger Sherman plus "good will." . . . A first anniversary charter, believed to contain more names than any other scout charter in the world, was recently presented by Post-Pack Troop 3, Handicapped Scouts of Greater New Haven, to the Quinnipiac Council. Containing the names of 170 committee members who have "adopted" the handicapped Scouts, the charter stretches some 25 feet. The group is sponsored by the theatre industry and other associated groups.

Assistant manager John Young worked out some nice angles for bally of "Kiss Me Deadly" at Loew's Poli, aiding manager Morris Rosenthal in the promotion of this Mickey Spillane feature. . . . John Mongillo, Loew's Poli projectionist, has been doing quite a bit of fishing in the nearby streams. . . . Lawrence had impersonation of "Davy Crockett" on stage. . . . The Lincoln had another sneak prevue. . . . Post Drive-In had gifts for the youngsters at the Davy Crockett show.

Meadow Street

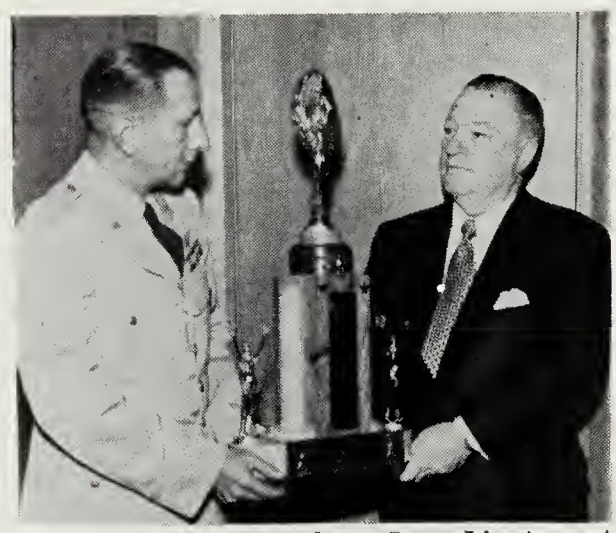
Drive-ins continued to make the state news. Watertown Drive-In work is progressing nicely and is reported due for an early July opening. Summitt Drive-In, Branford, is coming along satisfactorily

Among those present at the reeent trade sereening of Warners' "Mister Roberts," Fenway, Boston, were, in left to right order, Warners distriet manager Ralph Iannuzzi; Harry I. Wasserman, Thomas Fermoyle, Henri Schwartzburg, all of Ameriean Theatre Corporation; and Warners branch manager Bill Kumins.

and will be ready soon. The new Pix Drive-In, Bridgeport, was building fast with the screen towers going up and other work moving toward a July opening. Jack O'Sullivan, manager, Danbury Drive-In, will be manager, Pix Drive-In when it opens. The drive-in at the Candlelight Stadium, Bridgeport, is also making headway for E. M. Loew.

Francis McWeeney, Pine Drive-In, had a professional wrestling bout at 7:15 p.m. prior to the regular evening's double bill show on June 7. . . . Lake Drive-In, Waterbury, had Joe Speck and his Speckled Spouts as an added extra attraction June 3. . . . Also in Waterbury, Pine Drive-In had The Hayseeders in a hilarious Davy Crockett skit on June 3.

Southern Drive-In opened "Kiddie Fairyland" with a 20-horse merry-go-round, swings, slides, see-saws, and uniformed attendants. . . . Strand, Plainville, is now on summer policy, open Friday, Saturday, and Sunday only. . . . Palace, Norwalk, gave free 8 x 10 Mickey Mouse pictures at a kiddies' Mickey's Birthday Party Show on June 4. . . . Davy Crockett fashion show and singing contest was held on stage of the Embassy, New Britain. . . . Ralph Civitello, former Devon exhibitor, made the New Haven papers with his donation of a painting of Mike



William A. Somerby, Jr., Lieutenant Colonel, USAF, Commander of the U. S. Air Force, Boston reeruiting area, left, reeently presented a trophy to Martin J. Mullin, president, New England Theatres, Ine., for bringing to New England theatre audienees Paramount's "Strategie Air Command."

DiNapoli, Wilbur Cross high school athletic star, to the students in a special school assembly.

Barney Pitkin, RKO branch manager, and his wife celebrated their 30th wedding anniversary recently. He also marked his 30th year with the RKO company. . . . 20th-Fox had an outing at Sam Germaine's home in the Annex. . . . Besides the regular branch personnel there were former employees, including former branch manager Ben Simon and Mrs. Simon, who celebrated their wedding anniversary; Mr. and Mrs. D. Baronciri; Mr. and Mrs. Lou Moali; Mrs. Thelma Strickler, Mrs. Lorraine Brown, Morris Alderman, etc.

Dollie Di Cenzo, 20th-Fox, was married recently. . . . Mary Lou Cohen, 20th-Fox, was to leave on June 20. . . . Eva Foti, 20th-Fox, planned on going to Florida for her vacation. Her son, Don Foti, a member of the Naval Reserve, was to leave for a six weeks cruise to Europe. . . . Harold Freed, 20th-Fox, has a new car. . . . Ann Sheedy was chosen "Miss Naugatuck" at a beauty pageant sponsored by the Naugatuck Junior Chamber of Commerce at the Salem Playhouse. . . . Miss Jaycee of Torrington Beauty Pageant was scheduled to be held at the Warner, Torrington, on June 7. . . . Burton Bonoff, former Madison exhibitor, Ben Segal and Bob Lappin, Middletown, launch the Warwick Musical Theatre, Warwick, R. I., on June 24. Ben also is one of the directors of the Oakdale Musical Theatre, Wallingford.

Circuits

Loew Poli

Gary Carney, president, Fairfield University senior class, and son of Bob Carney, manager, Loew's Poli, Waterbury, spoke at the Kiwanis Club in the Brass City. . . . Globe, Bridgeport, closed for the summer. Manager Al Domian went to Springfield for three weeks relief manager's duty. . . . A full page of co-op ads was set by Tony Masella, Loew Poli Palace, Meriden, for "The Prodigal." . . . Beatrice Lee Christie's "Winter Fantasy Recital" was held at the Palace, Meriden.

Connecticut

Berlin

Howard M. Culver has started an action in the Court of Common Pleas appealing from a May decision of the Zoning Commission, in connection with the granting of an application to attorney George LeWitt, New Britain, to construct a drive-in on his property on Wethersfield Road. Culver states the Zoning Commission acted "illegally, arbitrarily and in abuse of the discretion vested in it, in that the zoning ordinances of Berlin do not permit construction or operation in Berlin of drive-ins or outdoor theatres."

Groton

Family car night, with $1.30 charged per carload, is now in effect Tuesdays and Thursdays at the Groton Drive-In.

Hartford

Milt LeRoy, manager, Blue Hills Drive-In, Bloomfield, has arranged with the

Farmers' Market, newest and largest facility of its kind in the state, for distribution of 5,000 theatre heralds each week. Heralds are placed into shopping bags at the check-out counters; in return, LeRoy is giving the market a free trailer on his screen. . . . Terry Locatelli, East Hartford Family Drive-In, South Windsor, plans a small platform in front of the screen, to be used for occasional patron talent.

Sperie Perakos, general manager, Perakos Theatre Associates, tied-up with WKNB to broadcast the Tex Pavel show from the Plainville Drive-In on Monday and Friday nights from 7:30 to 8 p.m. . . . Harry Browning, New England Theatres, reports a stunt for 20th-Fox's "Daddy Long Legs" by Larry Burke, Capitol, Pittsfield, Mass. Burke arranged with a photo studio for distribution of free coupons entitling all patrons to a regular 8 x 10 photo, usually $7.50, for only $2.50. . . . Bob Schwartz, Lake Drive-In, brought in a live show for an extra Friday night attraction. Joe Principe and his Manhattan Moods offered a bop session, with Gene Valentine serving as master of ceremonies.

Walter Lebowitz formerly Loew's Poli, has been named manager, Parsons, for Bercal, Inc., the corporation headed by Bernie Menschell and John Calvocoressci, operators of the Star, Hartford; the Plainfield, Plainleld, and the Manchester Drive-In, Bolton Notch. . . . Extensive remodeling is planned this summer at the 4200-seat State, which will be closed until early September.

Ray McNamara, Allyn, was named theatres division chairman for the 1955 campaign of the Cerebral Palsy Association of Metropolitan Hartford. . . . Joe Dolgin, buyer and booker, Pine Drive-In, served on the committee in charge of the sixth annual Warsaw Ghetto Memorial of the Hartford Jewish Community, held at the Agudas Achim Synagogue.

Charles Aaron, formerly manager, Morris Pouzzner's Victory, New London, has been named manager of the Star here. Aaron has been in the industry for more than two decades. . . . New automatic phone answering device has been installed at Lockwood and Gordon's Webb, Wethersfield. . . . Bill Daugherty, manager, L and G East Windsor Drive-In, has resumed his duties, following surgery at Hartford Hospital. . . . Norm Levinson, formerly assistant to Lou Cohen, Loew's Poli, and now MGM press representative, Minneapolis, was in town for a few days.

The cancellation of the regional premiere of RKO's "Son Of Sinbad," at E. M. Loew's, was announced by George E. Landers, division manager, E. M. Loew's Theatres, following publication of a statement by the Most Rev. Henry J. O'Brien, Archbishop of Hartford, sharply criticizing current moral standards in motion pictures, which was prefaced by mention of the RKO release, already condemned by the Legion of Decency.

The Stratford, Conn., Board of Zoning Appeals has unanimously upheld the Town Planning and Zoning Board in denying

Paul McNamara, six-year-old son of Ray McNamara, Allyn, Hartford, Conn., recently held a model plane while looking over a lobby display on Paramount's "Strategic Air Command."

James N. Sniffen a waiver of zoning regulations to permit a drive-in on land zoned for residence B and light industry. . . . First 50 patrons in line at opening of "Daddy Long Legs" at Loew's Poli received Ray Anthony Capitol recordings of "Sluefoot" from the film's sound track, through a tie-up by theatre manager Lou Cohen, and his assistant, Albert Corey.

Mrs. Kate Treske, Lenox, returned from a Los Angeles vacation. . . . George Smith, Colonial, returned to his desk, following illness which bedded him at his home. . . . Air conditioning system has been installed at the Crown. The downtown, subsequent-run situation was recently extensively remodeled. . . . George E. Landers, Hartford division manager, E. M. Loew's Theatres, had news stand displays on "Five Against The House."

Joe Borenstein, Stanley Warner Strand, New Britain, Conn., had a co-op ad with a New Britain merchant on "The Prodigal." . . . Dennis Rich, SW Cameo, Bristol, Conn., offered free pair of "Davy Crockett" moccasins to boy and girl patrons at a recent Saturday matinee. . . . Joe Dolgin, buyer-booker, Pine Drive-In, Waterbury, Conn., and Mrs. Dolgin were active in a recent Yiddish Cultural Club production staged at the Hartford Jewish Community Center. Mrs. Dolgin was director, with Joe serving as business manager.

Mansfield

First regional showing of the controversial RKO release, "Son of Sinbad," was held at Morris Keppner-Lou Lipman's Manfield Drive-In, following last-minute cancellation of booking by George E. Landers, Hartford division manager, E. M. Loew's Theatres, for the E. M. Loew's, Hartford. Landers' action followed mention by title of the film by all Hartford Roman Catholic pastors as preface to a statement by the Most Rev. Henry J. O'Brien, Hartford Archbishop, sharply criticizing lowering of morals of motion pictures.

Middletown

Some 55 members of the Middletown Kiwanis Club and their wives were guests of Sal Adorno, Jr., owner-general manager, Middletown Drive-In, at a pre-opening party. Official opening, with state and city dignitaries participating in ribbon-cutting, was held the following night.

Tuesday is now "Buck Night" and Thursday termed "Early Bird Night' at the Middletown Drive-In. General manager Sal Adorno, Jr., is charging $1 per carload on Tuesday nights only, while the main attraction, regularly shown late, is screened first on Thursday evenings.

New Britain

Sperie Perakos, general manager, Perakos Theatres, and Mrs. Perakos, registered for the annual regional convention of AHEPA, a Greek social and fraternal order, at the Statler Hotel, Hartford. Perakos is a former regional governor.

New London

Nick E. Brickates, district manager, Stanley Warner Theatres, congratulated John Petroski, Garde, New London; John Scanlan, Warner, Torrington; William McGrath, State, Manchester, and Dennis Rich, Cameo, Bristol, for taking top honors in recent circuit promotional activity.

Stamford

Burglars took a 650-pound safe containing over $1,000 in cash and important papers from the Starlite Drive-In.

Waterbury

Manager Frank McQueeney, Pine Drive-In, started a series of Tuesday night wrestling shows.

Waterford

A new wide-screen has been installed at the Waterford Drive-In.

West Hartford

The Federal government has filed a tax lien against Allan Stewart, former manager, Parsons, Hartford, for unpaid excise admission taxes totaling $3,961.47.

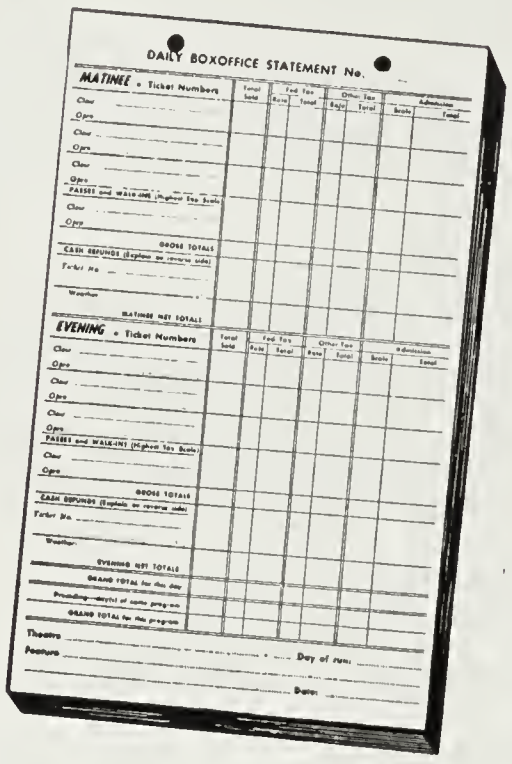
Maine

Portland

This city will have its first film premiere when the 20th-Fox feature, "The Virgin Queen," is presented at the Strand, July 22. Bette Davis, starring in the film, is now a resident of Cape Elizabeth, and it is through her graciousness that the affair was arranged. Proceeds will be turned over to the Children's Theatre of Portland, one of Miss Davis' favorite organizations. Plans for the premiere were discussed and consummated at the Hotel Graymore, with Miss Davis heading the group. Others present were Phil Engle, 20th-Fox publicist; Miss Lysle Abbott, president, Children's Theatre; Charles Doughty, its director; Nat Silver, managing director, Strand; John P. Sullivan, manager, Empire; Edward E. Kessler, Jr., Chamber of Commerce; heads and members of the press, radio and television. Phil Engle promised that the affair would resemble a true Hollywood opening with kleig lights, bands, and a plane load of stars to be flown into the city by 20th-Fox. A buffet supper will be served at a hotel before the film is scheduled to go on. Miss Davis has been interested in the Children's Theatre since the beginning of her residence in Greater Portland, and

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM



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Sperie Perakos, general manager, Perakos Theatre Associates, New Britain, Conn., right, recently watched as Selectman Joseph A. Luty and Seymour B. Tassie participated in ribbon-cutting ceremonies at P-T-A's latest addition, the $200,000 Southington, Conn., Drive-In, which has an 800-car capacity.

is currently a director. "This is one of the greatest organizations I know of and one of the most neglected. I am at a complete loss to understand the lack of regard for the welfare of this group," she said at the meeting.

New Hampshire

Concord

At the Concord Drive-In on Memorial Day weekend, a dusk-to-dawn show was held. Five features were shown for the regular price of a two-feature show. This has been done on previous holidays and has been well attended.

Manchester

The Sky-Ray Drive-In is planning to construct a dance platform outside the projection booth for patrons wishing to dance while awaiting the start of the show. . . . Only 350 people attended the closed circuit TV Marciano-Cockell fight at the Palace, the first boxing match ever piped to a New Hampshire theatre. The prices were $2.50 and $3. To break even, 650 to 700 paid admissions were needed.

Shea Theatres, new owners, Pine Island Park, have held a grand opening of the amusement resort under the management of Edward J. Fahey.

Nashua

Armand Pepin, manager, Daniel Webster and State, treated some 75 children from two local orphanages to free movies.

North Woodstock

Charles E. Carey, manager, Deer Park Enterprises, Inc., has opened the Deer Park Drive-In for the season.

Plymouth

The Liberty was the scene of a Norge cooking school, with Mrs. Glenna Pierce, Norge company, doing the honors. A local grocery store and furniture and appliance store sponsored the show.

Rhode Island

Providence

The Strand, celebrating its 40th anniversary, arranged an interesting and colorful program incidental with the first screening of Paramount's "Strategic Air Command" advertised as the "Gala Rhide Island Premiere." Several top Air Force officers from surrounding military installations were invited guests, the Warren Indian Band serenaded the opening night patrons, and spotlights played on local dignitaries as radio interviews were conducted on the sidewalk and inside the lobby. Al Siner, manager, also arranged for a military guard to flank the entrance as the air officers arrived. The theater was gayly decorated and polished up. All in all, the occasion created much favorable comment, and gave the film considerable impetus.

Teenagers and adults alike descended on Loew's State, where Bill Trambukis, manager, staged a three-day "Rock 'n' Roll" revue, in addition to the screening of UA's "Jesse James' Women." The stage portion of the show featured "The Moonglows," "The Moonlighters," "The Five Keys," and seven other attractions. From the youngest to the oldest, everyone left the theatre highly enthusiastic. . . . Because the Gionti Trio proved so popular on their first stage appearance at E. M. Loew's Providence Drive-In, they were brought back for the Memorial Day weekend as a special feature.

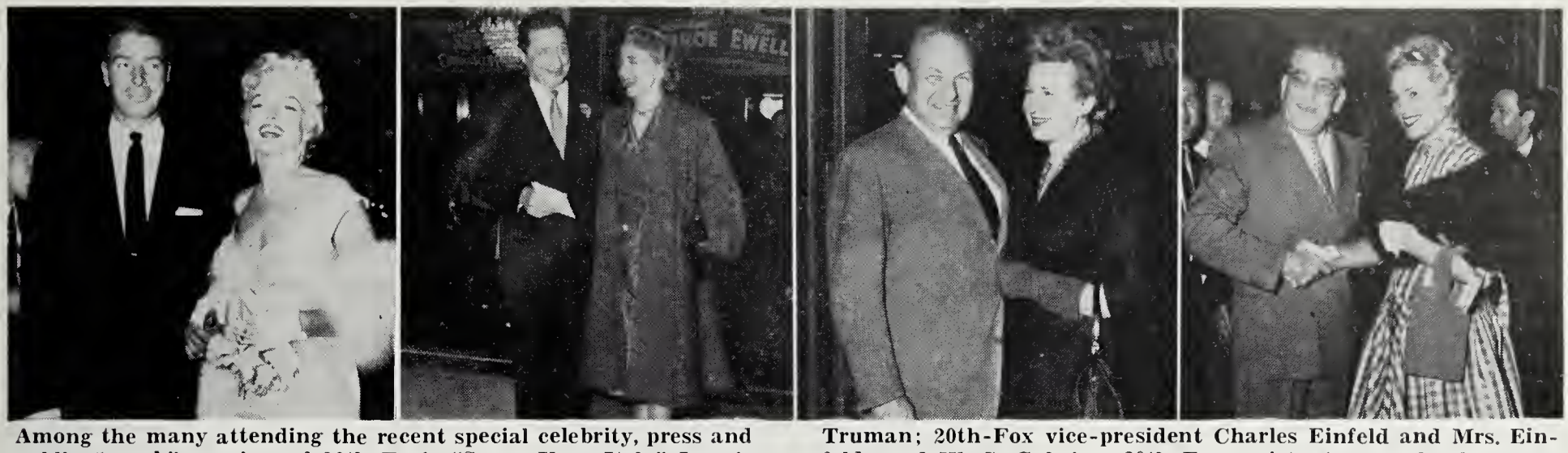
The first Rhode Island showing of Republic's "Doctor In The House" took place before appreciative audiences at the Avon. . . . Dean Martin and Jerry Lewis, together with their Hollywood Review, played a one-night stand at the Auditorium. . . . Some 1,500 persons paid $3.50 each to see the Marciano-Cockell championship fight on closed-circuit TV at Loew's State. . . . Once again, the Metropolitan reopened, offering second-run films, with a special Sunday stage show, featuring local radio station talent.

As school closing nears, many of the open-air theatres are presenting special Friday night features appealing to youngsters. The Route 44 Drive-In presents a half-hour of color cartoons; the Bay State gives free lollipops, in addition to a special "Kartoon Karnival," while other drive-ins are using bicycle give-aways and similar gimmicks, to entice parents to bring the kiddies the nights before school holidays. . . . The Quonset Drive-In is now admitting all children under 12 without charge.

"Adventure" seemed to be the catch-phrase at downtown first-runs, and by curious coincidence, two ads, side-by-side, that of the Majestic, heralding "Captain Lightfoot"; and Loew's State, announcing "Purple Plain," were both headed "Adventure" in screaming bold type.

All amusement parks are running full tilt, Saturday and Sundays, with plans underway for full-week operation. . . . Many down-town first-runs will experience slightly accelerated activity during the next few weeks, when graduating classes hold informal theatre-parties.

Loew's State, RKO Albee, and Majestic united in congratulating in newspaper ads the Strand on the occasion of its 40th anniversary. This indicates harmonious relations of local down-town first-runs.



Among the many attending the recent special celebrity, press and public "sneak" preview of 20th-Fox's "Seven Year Itch," Loew's State, New York City, were, left to right, Joe DiMaggio and Marilyn Monroe, star of the film; Harold Arlen and Margaret Truman; 20th-Fox vice-president Charles Einfeld and Mrs. Einfeld; and W. C. Gehring, 20th-Fox assistant general sales manager, with film star Judy Holliday. The next day the film opened to record-breaking crowds.

NEWS OF THE Territory

New York City

Crosstown

Arthur Silverstone, 20th-Fox assistant general sales manager, is on a business trip to Canada. . . . Alex Harrison, 20th-Fox western sales manager, was in Chicago on business. He was due back this week.

Francis M. Winikus, national director of advertising, publicity and exploitation, United Artists, flew to Washington for meetings with U. S. Navy Department public relations personnel on the promotion campaign for Commander Edward L. Beach's "Run Silent, Run Deep," the new runaway best-seller to which UA has acquired the screen rights. The Washington conference will help develop a campaign patterned on the huge effort behind "Not As A Stranger," the long-term best selling novel that UA is about to put into release. The campaign will be backed by UA and Henry Holt and Company, publishers, and will include heavy advertising budgets, point-of-sale promotions, and a long-range publicity effort by the full staffs of both book and film companies.

Robert S. Benjamin, chairman of the board, United Artists, returned from a trip to Italy and Spain. While in Italy, he attended the world premiere of "Summertime." In Spain, he conferred with producer-director Robert Rossen on "Alexander the Great."

Sheree North, topcast with Betty Grable in 20th-Fox's "How to Be Very, Very Popular," came in for a two-week stay. . . . Allied Artists' vice presidents Harold Mirisch and Alfred Crown came in from London, with Mirisch proceeding to Hollywood after a brief stopover. . . . Mrs. William C. T. Gaynor has been named chairman, and Robert W. Dowling, vice-chairman, of the premiere committee for the gala Astor opening of UA's "Summertime," proceeds of which will go to the "Salute to France" program being carried on by the American National Theatre and Academy to further Franco-American cultural relations.

Aubrey Schenck, executive producer, "Desert Sands," and Howard W. Koch, producer of the forthcoming SuperScope, Technicolor film, arrived to confer with UA executives on promotion and distribution plans. . . . MGM star Ann Miller left by plane for Istanbul. She will visit also Beruit, Cairo, Alexandria, Rome, Madrid, Paris, Brussels, Antwerp, and London, and most likely will attend the Berlin Film Festival, June 24 to July 5.

Henrietta Fulci, MGM's publicity department, married Raymond Conti at St. Raymond's Church in the Bronx. . . . Mike Simons, MGM director of exhibitor relations, and Emery Austin, MGM exploitation head, were in St. Louis, attending the company's 21st Ticket Selling Workshop, at the Chase Hotel. . . . Sandra Block, secretary to 20th-Fox assistant exploitation manager Eddie Solomon, was married to Sidney Cohen, and left on a Florida honeymoon. . . . Spyros P. Skouras, president, 20th-Fox, left for a series of conferences at the Hollywood studio.

With more than 2,000 persons jamming the Times Square area fully an hour-and-a-half before the boxoffice was opened, 20th-Fox's "'The Seven Year Itch" made a spectacular debut at Loew's State. . . . Crowds began forming as early as 7:30 a.m., and at 9 a.m., when the boxoffice was opened, lines extended from the boxoffice south to Broadway and 45th Street, and east from Broadway to Sixth Avenue, with extra details of police called upon to restrain the enthusiastic fans. . . . On-hand to welcome fans, sell tickets, and sign autographs between 9 and 10 a.m. were Roxanne, TV personality who makes her motion picture debut in the film, and George Axelrod, who co-authored the picture's scenario with Billy Wilder. The morning event brought out reporters and photographers from the metropolitan newspapers, wire service men, camera crews from Movietone News, and CBS-TV, assuring national reportage for the gala launching of the attraction.

Kevin McCarthy, co-star, Allied Artists' "An Annapolis Story," recently visited Edward R. Morey, vice-president, AA, in New York, and is seen showing the executive his press book.

Skouras is now operating the Westbury Drive-In, Westbury, Long Island. . . . Associated Prudential has taken over operation of Commack Drive-In, Commack, Long Island; Massapequa Drive-In, Massapequa, Long Island, and Hempstead Turnpike Drive-In, Beth Page, Long Island.

A daughter, Diane Beth, was born to Mr. and Mrs. Adam Wachtel. Wachtel is office manager, Sargoy and Stein, special counsel for various motion picture distributors.

Miss Mary E. Tuttle, Glen Rock, N. J., director of personnel, RKO Theatres Corporation, has been named new president, Mount Holyoke College Alumnae Association, South Hadley, Mass., for a three-year term. Miss Tuttle is chairman of the board of the Alumnae Advisory Center, an association of 20 colleges which helps graduates who are seeking jobs in New York. She is on the Extension Division Faculty of the New York State School of Labor Relations, Cornell University, and is on call as an outside consultant for the Human Relations Workshop, sponsored by New York City College. A member and past-president of the New York Personnel Club, Miss Tuttle has been director of RKO personnel since 1948. . . . Herbert H. Greenblatt, RKO's domestic sales manager, left for Canada, where he will discuss with the Toronto and Montreal branches forthcoming productions which the company will release between now and the end of the year.

Jules A. Birnbaum, son of Columbia's assistant secretary Bernard Birnbaum, married Elaine Isaacs.

(Continued on next page)

Legion, Code War Seen Approaching

ALBANY—Storm clouds are gathering between the Legion of Decency and the Production Code Authority of the Motion Picture Association. This is the frank prediction made by The Evangelist, weekly publication of the Albany Catholic Diocese, in its editorial, "Decency Is Reasonable," asserting that "The Legion's dissatisfaction with normally objectionable factors characteristic of so many approved films was received with an attitude of obstinancy by Eric Johnston, president of the industry's censoring office." Johnston maintained, in reply to the Legion's complaint of an "obvious trend toward laxity," and a "retrogressive attitude" on producers' part, that "Pictures reasonably accepted by reasonable people will continue to be made without concessions anybody or anything." In view of "the comparatively few" films that can be classified by the Legion of Decency as "entirely suitable" for general patronage, Johnston "leaves no doubt he regards the honest norms of decency to be too right and unreasonable in the demands they make on the movie makers," claimed the editorial.

The MPA head's "reasonably accepted" measuring rod gives "unscrupulous producers a wide range which they will not fail to abuse," The Evangelist continued. The reasoning that backs "the content of motion pictures is based principally on cash profit, with little, if any, regard for consequences, be they good or bad. . . . Vulgarity, immodesty, and the highly suggestive are continuously employed as the most lucrative instruments. To many producers, filth in all its categories is the 'reasonably accepted.' If the Code Authority continues to relax present mediocre restrictions, pictures are sure to sink to unprecedented depths of rottenness."

The Evangelist held that the Legion of Decency "came into being to awaken the Motion Picture Association of its obligations to society." It asserted: "Boycott is an effective weapon . . . which producers understand and appreciate." Johnston, "by ignoring the necessity for present vigilance, is inviting the Legion's action," stated the editorial in its final shot. The paper has, on occasion, called for a boycott of, or patronage withdrawal from, theatres showing "condemned" pictures. Two recent instances concerned the Ritz and the Grand. In the case of the Ritz, the picture was pulled; in that of the Grand, an Italian feature, the Page 1 editorial was ignored. In a third situation, at the Delaware, a "C" picture was withdrawn after several days and quiet Catholic objections, and "Camille" was the moved-up replacement!

New York City

Crosstown

(Continued from preceding page)

Blance Livingston, in charge of publicity for RKO out-of-town theatres, sailed on the Nieuw Amsterdam for Paris, Amsterdam and the Scandinavian countries.

Harry Cohn, president, Columbia, arrived for a series of conferences with home office executives. . . . W. C. Gehring, 20th-Fox executive assistant general sales manager, returned from Los Angeles following conferences with distribution director Al Lichtman.

Richard A. Harper, MGM home office sales executive, made the upstate trip. He was in Albany and Gloversville. . . . John Dacey, salesman, RKO exchange, and Mrs. Dacey celebrated their 50th wedding anniversary. Dacey has been with RKO since 1915, coming from the original Pathe Company. Members of Dacey's office presented him with a tie pin and gold cuff links in honor of the special event. . . . E. R. Zorgniotti, chairman of the board, IFE, and Seymour Poe, executive vice-president, left for Rome for a meeting with the Board of Italian Film Export, and to negotiate for new product for IFE release.

Frank Costa, manager, SW Warner, Ridgewood, N. J., recently conducted a bathing beauty contest to pick a winner to represent "Miss Ridgewood" at the finals. Going up the steps are Ann Ivors, winner; Sally Joy, Ceeilia Corcoran, and Elaine Bradbury.

Three-year-old Kathy Forsgren, East Islip, recently showed her surprise as Harry Berkmier, general manager, new Bayshore Sunrise Drive-In, on Sunrise Highway, Bayshore, pinned an orchid upon her as the first patron of the new drive-in. The drive-in features a completely equipped children's playground, sports and picnic area, dance and refreshment pavilion, and a huge outdoor screen for showing CinemaScope and other wide-screen attractions.

New Jersey

Newark

The sixth week winners in the Stanley Warner spring festival drive were Frank Costa, manager, Warner, Ridgewood, for best adult activity, and Jack Conhaim, Stanley, Newark, for the best children's activity. Seventh week winners were George Birkner, Fabian, Paterson, for best picture promotion and Tom Arrants, Cranford, Cranford, for best children's activity.

The Embassy, Orange, will present a talent program every Wednesday evening, thru June 29. . . . The Montauk, Passaic, G. Kemp, manager, presented a "Rock 'N Roll Jam-arama," plus a championship Rock 'N Roll dance contest. Also on the stage were the Harp-Tones, The Nutmegs, Varetta Dillard, Little Esther, Stix McGhee and Danny Stiles. . . . The Warner, Ridgewood, held a bathing beauty contest; valuable prizes and an opportunity to represent "Miss Ridgewood" were offered. . . . A kiddie bathing beauty contest was presented at a Saturday matinee to determine "Little Miss Ridgewood."

The Trivoli, Newark, presented "Barber Shop Quartet Night." Six quartets were entered for the competition, and prizes were awarded. . . . The Oritani, Hackensack, will present a punch and judy show. . . . Mildred Levy, secretary to Edgar Goth, head of exploitation and publicity, Stanley Warner Jersey Circuit, was married to Robert Klein. The couple are spending their honeymoon in Washington.

Miss Diane Gordon was the proud recipient of a scroll in recognition of her presentation of a "Canine Show" as manager, Central, Jersey City. National Welfare Guild in their presentation stressed the community service attached to her efforts as the chairman for the annual "Canine Cavalcade." Miss Gordon has been a guest speaker on radio station WAAT on the Ray Hanfield program, and has just recently been transferred and promoted to the Oritani, Hackensack, where Harry Kalmine started his successful climb, He is now the general manager, Stanley Warner Circuit.

Jack Barret, manager, Wellmont, Montclair, N. J., presented a Punch-and-Judy show from the stage. . . . The Oritani, Hackensack, N. J., will present a Punch-and-Judy show from the stage on Saturday, June 18. Diane Gordon is manager. . . . The Tivoli, Newark, N. J., presented a public relations program from the stage. There was an essay contest, with a savings bond going to the winner.

The Lincoln, Union City, N. J., presented a bathing beauty contest. . . . The Ritz, Elizabeth, N. J., will present on its stage on June 17, a "Rock 'N Roll" presentation.

Albany

Paul L. Jacobson, son-in-law of S. H. Fabian, and a resident of Albany for two years while serving as treasurer and assistant to the president, Van Curler Broadcasting Corporation, has returned to New York and accepted a position with the National Broadcasting Company. The Jacobsons have put their fine Holmesdale Avenue home up for sale. . . . WTRI, a UHF station in which Stanley Warner holds a 50 per cent interest, has proceedings pending before the Federal Communications Commission to revoke FCC approval to the purchase of control in WROW-TV by the Lowell Thomas group, and the subsequent switch of the Columbia affiliation from WTRI to WROW. The latter move forced WTRI to go off the air last winter. Recent testimony before the FCC indicated that Van Curler lost more than $475,000 on the WTRI operation. However, the station management still has hopes of getting back into the picture, via an FCC okay to its request for allocation of VHF Channel 10, at Vail Mills, if the current appeal against WROW is rejected. WROW and others are also seeking Channel 10. Meanwhile, Troy Broadcasting Company, operator of radio station WTRY, Troy, and holder of the other 50 per cent interest in WTRI-TV, has announced it will become an independent outlet on Nov. 15, when the Columbia tie-up ends. WROW is obtaining that hookup.

Richard B. Wheeler, general manager, WTRI-TV, will remain in Albany for the present, according to reports in industry circles. The new offices and studios are closed, but can be reopened.

A long-successful short subjects producer, Ralph Staub, visited Albany in connection with the picture he is making of Variety Club charitable projects. Staub shot scenes at the Variety-Albany Boys Club Camp Thacher, with Tent 9 officers cooperating.

Perfect weather and surroundings helped to make the 14th annual Variety Club golf tournament at Shaker Ridge Country Club, Colonie, what chief barker George H. Schenck termed "one of the most successful ever." It was the 13th in the series, but the committee decided the number had connotations of bad luck which made a bypass advisable. There were about 45 golfers and 65 diners, at $10 a ticket. The new champion, with a gross score of 82, was Charles Stevens, advertising manager, Norman Kill Dairy Company. Irwin Ullman, 1954 chaimpon, predicted last winter that he would assume the Tent 9 crown, although Stevens had never played the difficult Shaker Ridge course before. Ralph Ripps, MGM salesman, the champion two years ago, finished runner-up, with an 84. Ullman racked an 85 for third place, and took the driving honors, with a tee-off that went 270 yards.

Seen at the recent screening of Warners' "Mister Roberts," Strand, Albany, were, left to right, R .B. Edmonson; I. O. Lawrence; M. L. Grooms; Al LaFlamme, SW Theatres; Mary Flynn, Upstate Theatres; Leon Duva, Morrisville, N. Y.; Jim Evans, Warners booker; Harry Aranove, Warners salesman; Mrs. F. Meier, Colony, Schenectady; Irene Econome, Fabian Theatres; D. E. Senecal; R. K. McCollom; J. M. Stomart; W. Carr; H. Goebel, Jr.; M. A. Maroun; R. S. Smith, Warner branch manager; and Phil Rapp, Plaza, Schenectady.

W. Gordon Bugie, Paramount salesman, took honors for coming closest to the pin. Norman Weitman, U-I branch manager, took the booby prize, with an estimated 158; he played only six holes. Keeping faith with the tradition of a prize for every guest, sweaters, golf shoes, table radios, record albums, and other articles were awarded. Bob Adler, Allied Artists booker, walked off with a rotissimat, donated by Harry Lamont, president, Lamont Theatres, and former chief barker. Stevens won a sweater; Bugie, shoes. Generous donators included circuits, branch managers, ex-chief barkers, and business establishments.

Jack Goldberg, second assistant chief barker, and delegate to the recent Variety International Club convention in Los Angeles, reported at the dinner that he was deeply impressed by the number, importance, and scope of charitable projects undertaken by individual Tents, stressing that they were "all for children, crippled, retarded, diseased, or under-privileged." He urged each member to bring in an associate member, from radio, television, or other fields, to increase the range of the Tent 9 Camp Thacher program, for which $12,500 is expended annually.

Among those participating in the tournament, attending the dinner, or both, in addition to the foregoing, were: Norman Jackter, Columbia branch manager, a member of the arrangements committee; Ken Farrar, Tri-State Candy Corporation, assistant manager and committeeman; Aaron Winig, brother of ex-chief barker Nate Winig; Ray Smith, Warners branch manager; Clayton G. Pantages, 20th-Fox branch manager; Milt Levins, Columbia head booker; Al Marchetti, U-I head booker; George Seed, Fabian manager, Cohoes; Dick Murphy, manager, Proctor's, Troy; Phil Rapp, manager, Plaza, and Lou Rapp; George Lourinia, manager, Fabian's Saratoga Drive-In, Latham; Sid Dwore, Cameo, Schenectady; Dave Rosenbaum, Capitol, Elizabethtown; Leon Duva, Morris, Morrisville; Leonard L. Rosenthal, counsel, Upstate Theatres, Inc.; Lewis A. Sumberg, property master; Jules Perlmutter, head, Perlmutter Theatres, and former chief barker; Sylvan Leff, Utica and Watertown exhibitor, and upstate representative for Realart Pictures; Sidney Kulick, Bell Pictures Exchange, New York; Sidney Urbach, dough guy, and Bob Lamont, office manager, Lamont Theatres.

Visitors on Film Row included: John G. Moore, Paramount assistant division manager for the east, who was en route to Schine Circuit offices in Gloversville; Harry Rogovin, Columbia district manager, Boston, who trekked to Kallet Theatre headquarters, Oneida, with branch manager Norman Jackter; Peter Dana, U-I division manager; Joseph Gins, district manager, and Irving Sochim, short subjects sales manager.

William J. Jarvis, chief projectionist, Troy, since Moe Mark opened the house in 1923, died in St. Mary's Hospital. A brother and several sisters survive.

Mrs. Vicki Grygiel, U-I biller, vacationed for a week in New York with her husband, and spent a week at home entertaining his two sisters, Dominican nuns stationed in Puerto Rico. . . . James McCabe, Warners head shipper, flew to Miami, Fla., for a session of fishing. . . . Donald Nelly, Columbia assistant shipper, was on vacation. . . . A. O. La Flamme, Strand manager, marked the first two weeks in August for a vacation at Lake George. . . . George Seed, Fabian city manager, Cohoes, will not take his fortnight until November. Seed's wife, who established the Bette Seed bridal shops in Albany, Menands, and Latham, will return to that field with a Loretta Lane store in the new Latham development. Opening date is July 5. . . . Alvin Kosoff is a new 20th-Fox salesman.

New York State

Buffalo

At a signal from the boxoffice of the Teck to Paul Swater, managing director, Mrs. Frank J. Clark was intercepted at a matinee and presented the special "This Is Cinerama" orchid. Mrs. Clark purchased the 100,000th ticket to the show, which opened March 16. Swater told Mrs. Clark and her husband that, as a milestone patron, she had confirmed the management's selection of Buffalo as one of the 15 Cinerama cities on the continent. Cinerama in Buffalo has drawn 50 per cent of its patrons from western New York, some 20 per cent from distant sections of the state, and 30 per cent from Canadian cities and towns.

The old Academy has been purchased by the Marine Trust Company of Western New York, from Michael D. Perna, owner, according to a deed filed in the county clerk's office. Revenue stamps attached to the deed indicated a purchase price of approximately $135,000. It is reported that the trust company plans to erect an office building on the site, with parking space in the basement.

Jim Bailey, manager, Little Hippodrome, says the passing of the Academy should help business in his operation.

The Aero Drive-In installed a new playground, complete with swings, slides, and a merry-go-round, to entertain the children of its patrons. The Aero also has installed a new giant screen. Manager Ronald Hoelcle is urging parents with youngsters to come in when the boxoffice opens so that the children can enjoy the playground facilities before the film begins. . . . So successful, from a publicity angle, was the plaque presentation at the premiere of "Strategic Air Command," at the Paramount that E. J. Wall, field representative, Paramount, arranged with Sol Sorkin, manager, RKO-Keith, Syracuse, to put on a similar stunt, which proved equally successful. . . . Jack Oswald, UPT home office auditing department, was in checking the Paramount, Center, Seneca, and Niagra, and the Paramount and Regent in Rochester. . . . Carl S. Hallauer, president, Bausch and Lomb, Rochester, received an honorary LL.D. degree at the commencement exercises at Alfred University. He recently visited Hollywood to accept a special Oscar for his company's work in the development of the CinemaScope lenses.

Robert T. Murphy, managing director, Century, announced the early arrival of 20th-Fox's "The Seven Year Itch." In the cast is Robert Strauss, who used to run a women's wear shop in Buffalo, and who visited the city recently. . . . The Commodore, a community house, has been put on the market by David Krieger, Batavia. The Commodore was operated by William Brett, now president, Skyway Drive-In Theatres of Buffalo.

The Colonial, another community house, has closed for the summer. . . . Edward L. Hyman, vice president, American Broadcasting-Paramount Theatres, was in to look over local UPT theatres, as well as those operated by UPT in Rochester. . . . It is rumored in political circles that Elmer F. Lux, head, Elmart Theatres, and president of the common council, may become a candidate for city comptroller.

Students at Clarkson College, Potsdam, are attending movies with more regularity this year as a part of a well planned program. Dr. Donald G. Stillman, chairman, liberal studies department, reports that audio-visual aids are playing a major role in the teaching of courses in his department. Seventeen films supplement the course in applied psychology.

The Broadcast, official publication of the Variety Club, sends June birthday greetings to the following, all of whom are members of Tent 7:

BUY U.S. SAVINGS BONDS • SAVE FOR YOUR INDEPENDENCE •

Irene Bolton, wearing one of the costumes from MGM's "The Prodigal," recently made a tour of radio and TV stations on behalf of the film at New York's Capitol. A tie-up was made for use of a Dodge car for the tour.

Jerome Adel, Lydia Behling, Benjamin Bush, Lucille Coatsworth, Eliz. P. Crane, E. C. DeBerry, Joseph Denzak, June Dipson, Rose Feinstein, Ed Don George, Marion Gerst, Dorothy Gross, Myron Gross, George A. Haney, Michael J. Harmon, Peggy Jacobs, Mary E. Jordon, Robert M. Kallett, Sarah Kallett, Marg Kaplan, Helen Kops, Clint LaFlamme, Frank Lillich, Elmer F. Lux, Dewey Michaels, Mamie Olshan, Anna Rosenberg, Melvin Schwartz, Leon Serin, Lena Siegel, Edward Susse, Moir Tanner, Louis A. Toubkin, Minnie Toubkin, and Dr. Warren Waldow.

Bray-Lin Productions, a new commercial film venture organized by Helen M. Brayman, Tonawanda, N. Y., and Grace Lindner, Kenmore, N. Y., has summer commitments for motion pictures of camps and resorts, documentary films for social agencies, and TV commercials. Resort films are Mrs. Lindner's weakness. Arranging for members of her immediate family to act in them, she combines a lucrative job with a pleasant trip.

Among the theatre men noted at the luncheon-meeting of the Main Street Association, in the Hotel Lafayette, were George H. Mackenna, Basil's Lafayette, and one of the association officers, Arthur Krolick, Charles B. Taylor, Edward Miller, and Ben Dargush, all of American Broadcasting-Paramount Theatres, and Robert T. Murphy, Century.

Children, dressed in their Sunday best, recently competed in a cutest child contest held by manager Frank Dean, Walter Reade's Woodbridge Drive-In, Woodbridge, N. J., as a day time event. Local merchants donated prizes.

EYEING THE Exchanges

UA — Booker Dave Nathan spent a weekend at the Sunnycroft Dude Ranch upstate. . . . Salesman Sam Rifkin has taken a summer bungalow at Munsey, N. Y., and is getting into shape for daily commuting. . . . The twins of Hilda Frishman are being equipped with baseball paraphernalia preparatory to their being sent to camp. . . . Tom Kneitel and wife spent the Decoration Day weekend at the Concord Hotel. . . . Bookkeeping machine operator Frances Varola returned after illness. . . . A UA girls' softball team is being established at the home office, and the exchange females have been invited to participate.

REPUBLIC — Former head booker Jennie Dennet Jacobs recently paid the office a visit. . . . Salesman Bob Fannon spent the weekend at his upstate country home.

20TH-FOX — Head biller Lilian Kahn is presently vacationing. . . . Naomi Weiner is a new addition to the bookkeeping department. . . . Cashier Jack Wolf was away from work due to illness.

AA — Secretary Sina Turrisi was home due to illness. . . . Booker Hank Feinstein's wife has recovered from an accident suffered over the recent holiday weekend. . . . Carol, the daughter of head booker Etta V. Segall, recently celebrated a birthday.

RAMBLIN' 'ROUND—RKO contract clerk Phil Heydek is on vacation. . . . Bob Goldberg is the new mail clerk at Columbia. . . . Paramount assistant night shipper Sid Levine was vacationing. . . . Angie Mazzei, assistant cashier, RKO, was away from work due to illness. . . . U-I clerk-typist Sandra Serling was on vacation. . . . Republic's Marguerite Noble was lamenting the fact that her pocketbook containing $50 was taken from her at Penn Station recently.

Gloversville

An evening sneak preview of U-I's "The Private War of Major Benson" was held in the Glove. Schine officials and Norman Weitman, U-I branch manager, were among those present.

Ogdensburg

Joseph Andrek is now operating the Riverside Drive-In, which had been under the management of John Free since 1949. Upstate Theatres, Inc., Albany, is buying and booking. Free retains the Pontiac, a conventional house here.

Utica

Manager Andrew Roy arranged a sneak preview of U-I's "The Private War of Major Benson" at the Stanley. . . . Charles Gordon, owner, Olympic, sailed for Iceland, Norway, and other European points for four months. His daughter, Mrs. Jane Smith, takes over while he is gone.

NEWS OF THE Territory

Philadelphia

Crosstown

Hollywood, which showered Academy Award honors on Grace Kelly, gave similar recognition to the Philadelphia father of the Oscar queen, John B. Kelly, recipient of the sixth annual humanitarian award of Deborah Sanatorium and Hospital, Browns Mills, N. J. Leaders of the film industry, led by Bing Crosby, joined in the sponsorship of the award dinner at the Bellevue-Stratford Hotel. Common Pleas Court Judge James C. Crumlish was chairman of the dinner. Joining Crosby in the tribute were Nicholas M. Schenck, president, MGM; Otto Preminger, 20th-Fox producer; Frank Capra, producer and head, Screen Directors Guild of America; Johnny Green, composer and musical director, MGM; Ronald Reagan, actor, representing the Motion Picture Industry Film Council; Quincy Howe, ABC network news commentator, representing the National Board of Review; Wallace Ford, representing the Masquers, and William Gaxton, representing The Friars Club, both actors' groups.

With Disney's "Davy Crockett" comin' to the SW Mastbaum, the theatre company arranged a press buffet luncheon to meet Fess Parker and Buddy Ebsen, on hand in person. An R.S.V.P. affair, no coon skin cap was necessary to "git in" to see the Buena Vista hero.

Philadelphia's German film house, the SW Lindley, has closed for the summer.

Franklin O. Pease is no longer at the Park; and is available for a managerial post anywhere. He will travel. Lou Fortunato has succeeded him at the Park.

Vine Street

RKO has a new landlord. J. Solis-Cohen, Jr., representing the B and B Realty Company, reported the sale of the two-story, air conditioned film exchange to Marie N. Valentine for a consideration of $185,000. . . . De Luxe Buying and Booking Service is now handling the Hazelton Drive-In, Drums, Pa., and the Refowich, Freeland, Pa.

Roy Sullender has been appointed sales representative for the local exchange area for Hallmark product commencing with "Karamoja" and "Half Way to Hell," "She Shoulda' Said No," and all future releases to come from that producer. . . . David Supowitz, theatre architect, was in Temple Hospital for a minor operation.

Screen Guild, distributing Samuel Goldwyn's "Wuthering Heights" in the area, were enthused over the reissue being booked at the Midtown.

Florence Weiner, Buena Vista booker, was in Washington for "dates" and needed a camel to carry them all back.

Joel Wesley, who recently organized the "Chorus Girls' Council For Fair Play" and helped promote the world premiere of U-I's "Ain't Misbehavin'," SW Mastbaum, Philadelphia, is seen with Max Chasens, buyer and booker, George Hamid Circuit, Atlantic City, N. J.

Jack Jaslow is handling "Naked Amazon" in the territory.

Circuits

Stanley-Warner

Birk Binnard, ad-publicity head, Philadelphia zone, with an assist from Roy Robbins, has gotten out the first issue of a house organ, Stanley Warner Showman, which throws the spotlight on ideas and activities of showmen in the zone. The first issue turns the spot on Ben Blumberg, SW 69th Street, for promoting a special Saturday morning Cinerama Holiday children's show, in which he contacted his local school and sold 369 tickets; on Paul Marsden, Clementon, N. J., for being the first manager in the zone to plant the "Relax Today At A Movie" copy in his local newspapers, on Sidney Poppay, Strand, York, for a bread tieup used in connection with showing "The Prodigal," whereby samples were distributed in special wrappers at no cost to the theatre; on Iz Perlin, Stanley, Camden, N. J., who sold a pencil box deal to a local merchant for a special kiddie show in the amount of 2,625, the largest to date; on Dominick Lucente, Broadway, who on a special Catholic Feast Day yanked his regular feature for the matinee and booked "The Miracle Of Mother Cabrini," sold this program directly to his Catholic School and played to 933 kids for a gross of $240, which was much better than his regular evening business for that day. The Spotlight is also thrown on MOTION PICTURE EXHIBITOR'S forthcoming SHOWMANSHIP SWEEPSTAKES contest which will pay off $100 each week — 52 weeks a year. Binnard states, "With all the showmanship in the SW Philadelphia Zone, we are looking forward to a weekly $100 windfall from our good friend, Jay Emanuel."

District of Columbia

Washington

The Alumni Achievement Award of The American University was conferred on Dan S. Terrell, eastern publicity director, MGM, at the annual alumni dinner. The award, established in 1948, is conferred "in recognition of the contribution of an alumni to his profession and to the University." Terrell was graduated with a B.A. degree in 1932.

STANLEY WARNER — Bob Dooling, former assistant manager, Metropolitan, and wife are the proud parents of a baby boy. Christopher Robert was born on his parents' first wedding anniversary. . . . Miss Ruth Tellor, who hails from Hibbing, Minn., is the new cashier at the Metropolitan. . . . Speedy get-well wishes are being sent out to Earl Layton, former assistant manager, Metropolitan, who was in an automobile accident over the Memorial weekend holidays. Layton is recuperating in Johnston Memorial Hospital, Smithfield, N. C., where he is suffering from multiple injuries to the face, arms and body. . . . Winnie Bernhardt is still confined in the Alexandria Hospital. . . . Pete Harris, treasurer, Cinerama, is recuperating nicely in the Washington Sanitarium Hospital. . . . Sidney Hoffman, manager, Metropolitan, recently arranged a two phased tie-up with Fred Astaire Studios in connection with run of "Mambo." First phase was two professional dancers sent from the studio on first four days of run. The dancers gave exihibitions in theatre lobby. In

Philadelphia branch and district managers met with area exhibitors recently to hear a national telephone hook-up on plans and details for the forthcoming Will Rogers Memorial Hospital one-day audience collection. Over 300 exhibitors in the territory have already signed pledges promising to support the collection. At the meeting, held in the U-I screening room, are seen on the front row, left to right, Edward Potash, U-I; Ferd Fortunato, U-I; Jay Emanuel, publisher, MOTION PICTURE EXHIBITOR; Ted Schlanger, Stanley Warner zone manager; Sam Diamond, 20th-Fox branch manager; Ed Heiber, U-I branch manager; Mort Magill, Buena Vista; Harry Weiner, Columbia; while others seen represent practically the entire executive personnel of the various exchanges and some prominent exhibitors. *— Jack Goldman photo*

Seen at the recent screening in Washington of Warners' "Mister Roberts" were, left to right, Clark Davis, buyer and booker, District Theatres; Ben Bache, Warners assistant manager; Robert Smeltzer, Warners district manager; George Couch, SW zone manager; George Daransoll, buyer and booker, Crest, Baltimore, Md.; and Vince Josack, Warners salesman.

the second phase, the Fred Astaire Studios gave Hoffman permission to give away prizes in the form of letters making the winners eligible for lessons. Total value was $1000. . . . Frankie Laine, recently appearing at the Casino Royal, was the center of a contest with Metropolitan. A winner was selected from the Metropolitan and Ambassador, and were guests of the Casino Royal for dinner and dancing. . . . "Cinerama Holiday," soon to succeed "This Is Cinerama, is the recipient of a Christopher Award given for high quality entertainment during the last six month period ending March 31. Honored for the Stanley Warner release were Louis de Rochemont, Robert Bendick, and Phillippe de Lacy, directors, and Otis Carney and Louis del Rochemont, writers. The original "This Is Cinerama" continues in its 82nd hit week at the Warner.

RKO KEITH'S — Keith's admitted free on opening day, June 8, all sets of triplets to see UI's "Revenge of the Creature," which was shown in new 3-D "Horrorscope." . . . Jerry Baker, managing director, arranged for a special Pinky Lee movie party at 9 a.m., June 4. Pinky Lee co-starred with Roy Rogers in the feature, "In Old Amarillo." In addition, 12 cartoons were shown.

Vincent Iorio, manager, reports that the remodeling of Trans-Lux is coming along on schedule and should be completed soon.

VARIETY CLUB TENT 11 — On June 26, at 1:30 p.m., in the Mount Lebanon Cemetery, Brooklyn, N. Y., a stone in memory of Max Cohen will be unveiled. Cohen, who died on July 13, 1954, established and owned the Minerva Film Exchange. He was a member of the Variety Club of Washington and Motion Picture Pioneers. . . . Variety Club members honored recently are Arnold Fine, who was elected second vice-president, Advertising Club of Washington; Henry Kronstadt, who was elected to the board of the same organization; Cecil D. Kaufmann, who will be honored in New York at a Joint Defense Appeal dinner, for outstanding service to his community; Milton S. Kronheim, Sr., named "Man of the Year" at the annual Good Will Dinner of the Brotherhood of Washington Hebrew Congregation; and Clark Griffith, who was made an honorary member of the Brotherhood.

COLUMBIA — Florence Donoghue, cashier, is on vacation. . . . Sally Meyers, bookkeeping department, has returned to work after spending two weeks vacation at home.

Charley Hurley, former salesman, RKO, is now with Independent Theatre Service.

ALLIED ARTISTS — On May 28, Willard Levy, son of Harold and Bertha Levy, passed away. Services were held at the Danzansky Funeral Home. Levy was buried in King David Memorial Cemetery, Falls Church, Va. Harold and Bertha Levy would like to express their appreciation to the many friends who extended their kindnesses to Willard, also to the people who sent donations to the Kidney Fund, and the many blood donors who gave their blood to the Red Cross. . . . Al Wheeler and wife left for a two week vacation in Miami, Fla. . . . Milt Lipsner, branch manager, is in Baltimore, Md., on routine business. . . . Harold Levy, salesman, is in Norfolk, Va., on business. . . . Big things are expected of forthcoming product.

— T. C.

A Mambo Dance Contest and exhibition with prizes for winners was held recently in connection with U-I's "Ain't Misbehavin'," SW Mastbaum, Philadelphia. Sponsored by the local Arthur Murray Dance Studio and judged by local disc jockeys Joe Grady and Ed Hurst, the contest proved a successful stunt to plug the musical, which features a Mambo routine. Seen are Hurst and Grady with Larry Graver, manager, theatre.

— Jack Goldman Photo

Delaware

Dover

The House passed and sent to the Senate a bill introduced by Representative Paul F. Livingston, Democrat, Wilmington, to permit the showing of motion pictures in rural New Castle County outside of incorporated communities from 2 p.m. to midnight, ending the 6 to 8 p.m. break now required by law.

Wilmington

Mrs. Edgar J. Doob, wife of the manager, Loew's Aldine, was recuperating nicely following surgery at the Delaware Hospital, and was due to return home. . . . In a special promotional effort, Edgar J. Doob, manager, Loew's Aldine, scored with a three-way tie-up with Brait's clothing stores and WDEL Radio. Brait's women customers were voting for the "Father of the Year" for Wilmington, to be announced by Harvey C. Smith, WDEL's "Mr. Goodwill," at a male fashion show on the Loew's Aldine stage June 13, after which those attending would see the attraction then current at Loew's. Topping a long list of prizes was a year's wardrobe for the "Father of the Year."

To promote the forthcoming engagement of Times Films' "Naked Amazon," Edgar J. Doob, manager, Loew's Aldine, bought extra radio time and extra newspaper space, arranged radio and TV contests, was distributing 5,000 specially made up heralds, and had one-sheets and three-sheets posted at advantageous spots about the city.

The Wilmington Council of Churches endorsed 20th-Fox's "A Man Called Peter," and after being contacted by Earle G. Finney, manager, SW Ritz, churches affiliated with the council announced its presentation there through church calendars or from pulpits. . . . Radio and TV were giving heavy play to the hit tunes from the score of 20th-Fox's "Daddy Long Legs," Rialto. . . . Virginia Meany joined the Rialto, replacing Nancy Greenfield, resigned.

— H. L. S.

Maryland

Baltimore

Baltimore Variety Club, Tent 19, has signed to present the 15th edition of Ice Capades at Memorial Stadium, July 14 through July 20 to raise money for its charitable projects. . . . James Gladfelter, manager, Playhouse, and Mrs. Gladfelter are receiving congratulations upon their 19th wedding anniversary. . . . Loretta Gallagher, Censor Board's projection staff, has returned from her vacation.

Harold T. Colley, publicist, Keiths and the New, and Mrs. Colley are expecting a blessed event. . . . Bob Gruver, owner, New Glen, Glenburnie, Md., was lunching at the Variety Club along with Meyer Leventhal, Lord Baltimore; Isador Makover, Edmondson Village; Aaron Seidler, New Albert; J. Stanley Baker, Hicks-Baker Theatres; John Recher, publicist, Mayfair; and Sam Tabor, Republic.

Joseph Morrison, Century staff, spent two weeks' vacation in New York visiting friends and seeing shows. . . . Rodney Collier, Stanley manager, has promoted a trip to Hollywood in connection with the showing of "The Far Horizons." The contest is to select a Diamond Queen and she wins a trip to Hollywood. . . . I. M. Rappaport, owner, Town and Hippodrome, was in New York on business. . . . Oscar Kantor, Warners representative in Baltimore and Washington, has returned from a west coast vacation.

This town is witnessing a rare example of cooperation between competing first-run exhibitors to bring out the juvenile trade, with Jack Fruchtman plugging on the screen of Keith's the opening at Izzy Rappaport's Hippodrome of Walt Disney's "Davy Crockett, King Of The Wild Frontier," while in return Rappaport is cross-plugging Fruchtman's opening of "This Island Earth." It's figured that in this way both theatres will help each other in bringing the kids downtown.

Supported by the extra curricular efforts of Armour Company and Dodge Motors, Irving Cantor, manager, Hippodrome, scored heavily promotion-wise for added boxoffice results of "The Prodigal" on its engagement at the I. M. Rappaport house. Through Armour, grocery stores and super markets all over Baltimore plugged "The Prodigal" on their radio time, with special advertising mention in newspaper ads, putting out 200 window cards, and distributing 10,000 heralds, in addition to 25 one-sheets on the name contest for Tania Elg. Local Dodge dealers supplied Coronet models for cars, which were bannered with the contest information plugging the MGM picture. Rappaport promoted 3,000 double slices of bread in cellophane bags with a throwaway attached, plugging the theatre and playdate in advance of the opening. Hollywood Bread also provided 1,000 table tents free and these were distributed in all downtown restaurants. Station WCBM used the special star interview with Lana Turner on "The Prodigal." Laurie and Eve Allwyn daily publicized the picture and playdate on the American Store program. WFBR tied up with Club 1300, the women in the audience receiving meat sandwiches, the meat being furnished by Armour and bread by Hollywood. Delvale provided ice cream and Gossin furnished soft drinks. Armour made up and served the sandwiches, the stunt taking place a week ahead of opening and continuing until Rappaport opened the picture. MGM's "Wheel of Fortune" float also appeared on the local scene in time for the opening, but the Sunday American used a picture of it a day before the unit arrived from its tour. The Evening Sun also gave the theatre and picture special art on Lana Turner 11 days ahead of opening and a few days before. The American day-anddated with the Sun by using a special streamer and art on the picture, theatre and opening date.

Irv Blumberg, Warners publicist, was in from Philadelphia in connection with "Mister Roberts" and future product.

Sidney Hoffman, manager, Metropolitan, Washington, recently came up with a stunt when he played Columbia's "Tight Spot" that tied in directly with the picture. In cooperation with a department store he hired a model to stroll through the store attired in a polka dot dress similar to the one worn by Ginger Rogers in the film. Those who spotted her were given guest tickets to the theatre.

Elkton

Two ex-convicts arrested in East Paterson, N. J., have allegedly confessed participating in the March 19 armed robbery of the Elkton Drive-In, where they escaped with $238. Cecil County Sheriff Nathan Kaplan and Maryland State Trooper Thomas H. Mogle went to East Paterson to question the two suspects, Michael McDonald, 24, Port Chester, N. Y., and Joseph Frasea, alias Joseph Calabrese, Lodi, N. J., who were being held in the Bergen County Jail. The two men were arrested following a short automobile chase resulting from a tip to police. Investigators say the men had traveled across the country in a three-month crime spree, which netted them between $2,500 and $3,000. They told police they staged at least a dozen robberies, concentrating on service stations and outdoor movie theatres. In addition to Elkton, the pair was said to have operated in Miami, Fla., Hollywood, Cal., Cleveland, Lexington, Ky., Hammond, Ind., Chicago, and Grand Prairie, Tex.

Leonardtown

T. L. Harrison, Jr., general manager, Southern Maryland Theatres, is busy arranging a country wide tie-in with all St. Mary's County merchants handling Davy Crockett merchandise to promote the Disney-Buena Vista feature when it plays the Park, Lexington Park, Md., the end of the month. . . . "Lucky Night" at the 235 Drive-In, California, Md., is proving successful, with hams, turkeys, and passes given out to lucky car license plate holders. . . . T. L. Harrison, Jr., general manager, Southern Maryland Theatres, visited the Jack Fruchtman offices, Washington, on business.

—H. L. S.

The Air Force Band is seen marching into Keith's, Baltimore, Md., recently for the opening of Paramount's "Strategic Air Command." This was only part of a big opening night promotion put on by Natt W. Hodgdon, general manager, Jack Fruchtman Theatres.

New Jersey

Camden

An unveiling of a stone for the late Morris Adelman, North Camden, was held on June 12 in Montefiore Cemetery. His daughter, Ida, continues to operate the theatre on week-ends.

Pennsylvania

Berwyn

The former Berwyn was sold by Albert M. Greenfield and Company for Marie A. Wilmot and Chrissie H. Hill to Martin Spinelli for $20,000. The property will be used for warehousing purposes.

Harrisburg

"Strategic Air Command" had a gala Harrisburg premiere. Manager E. G. Wollaston and his assistant, Spike Todorov, worked long and hard to arrange the bally. In cooperation with the Olmsted Squadron of the Air Force Association, an impressive stage show was

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presented by the Air Force Association Band and Color Guard. Sally Ann Porter, "Teen-Age Princess" in the Patriot-Evening News model contest was honored as "Air Force Association Sweetheart" and was presented with a bouquet. The guest list numbered over 150, including high-ranking Air Force officers. Manager Wollaston was presented with a citation on behalf of Paramount and Fabian Theatres Corporation in commendation of Air Force support. Huge searchlights were operated outside the theatre over the weekend and a big trailer truck with Air Force equipment attracted much attention. WHP-TV presented a telecast of the premiere and plugged the film daily on its "Meet the People" program from in front of the theatre. The station also presented a TV film interview with Jimmy Stewart. Other bally included cards on busses, extensive radio spots, good newspaper coverage, and in a tie-up with Vince's Hobby Crafts and Revell plane models, an airplane model contest was conducted. A bicycle was given as first prize and there were 12 other substantial prizes.

Jack O'Rear, manager, Colonial, is out of the Harrisburg Hospital. He was in for a checkup. . . . State manager E. G. Wollaston is treasurer, newly-formed Downtown Harrisburg Association. He is also on the board of directors of the group. . . . Ken Steckline, assistant manager, Loew's, was on vacation recently. . . . Herman Nowitsky, in charge of maintenance and construction of the Pennsylvania and Virginia Fabian theatres and drive-ins, was in recently.

Lancaster

The first drive-in operated by a church is now open here. Known as the Drive-In Church, the spot is on Manheim Pike, Route 72, at Old Lancaster Airport. A newspaper ad states, "Worship in the great out-of-doors; dress comfortably; bring the whole family; Sundays at 7:45 p.m." Religious films are shown. In case of rain meetings are held at Lancaster Gospel Center. T. J. Gresham Speedy is pastor.

Reading

The Reading Fair has cut its grandstand prices as much as 75 cents in some classes of seats for the coming September show, in an effort to boost grandstand seat buying. In some years, with big crowds on the grounds, the grandstand has been far from full. The management also has decided to repeat its "Miss Reading Fair" beauty contest, usually attracting 100 or more entrants, in which the Astor and Strand cooperated in selecting finalists, through stage shows.

The Shillington Theatre, Joseph M. Schverha, owner and manager, booked James Stewart's "Rear Window" for a repeat engagement, after showing it some time ago to big business. . . . Reports say the big new drive-in being constructed on the Reading to Harrisburg road, west of Sinking Spring, will not be opened in July, as expected, but in August or about Labor Day.

This ballyhoo truck on MGM's "Blackboard Jungle," arranged by city manager George Paycte, Jr., for the SW Maryland, Hagerstown, Md., recently attracted plenty of attention in the town and surrounding area.

The Astor's cooking school, sponsored by the Consumers-Reading Gas Company, this city, on June 14-15-16, is to be a really big event. Manager J. Lester Stillman and the gas company are screening at each show names and descriptive matter from a score or more business firms which are cooperating in the school. The exhibition in the Astor lobby of gas and other appliances, and kitchen and home equipment that will be demonstrated in the three-day school, is taking more space each week, and the indications are that the event will be a singularly interesting and highly successful one from every point of view. . . . The Plaza, Masonic Temple, is again a church. A traveling evangelist has leased it for a week or more of special services.

An adjudication of the estate of the recently deceased Paul L. Knorr, Reading shoe wholesaler, was filed in the Berks Orphans' Court. The amount distributed is $312,702, including about $60,000 to charities and to peace promotion societies. Knorr's estate recently sold one of his holdings, the State, later known as the Warner, to the Stanley-Warner theatre interests, Philadelphia, for an undisclosed price.

Schuylkill Haven

The Renninger, Schuylkill County's first drive-in, has opened on a six-day schedule. It is closed Thursdays, the date of the nearby weekly Schuylkill Haven open market. Double bills are shown Saturdays, Sundays, and holidays.

Francis DeVerter, manager, SW Capitol, York, Pa., recently arranged this attractive front on Hallmark's combination of "Karamoja" and "Half Way To Hell."

Scranton

Mayor James Hanlon has appointed Harold Brazill, Roosevelt, as captain of the Life Guards and Bath House Attendants at Lake Lincoln here. . . . President of Projectionists Local 329, Eddie Friedman, Riviera, is vacationing in Delaware. . . . Byron Linn, Comerford executive, spent last fortnight in Indianapolis, where he attended the speed races. . . . Bob Murrin has become the central city relief manager and is presently substituting for Emmett Hart who, with his family, is planning a motor trip to Florida. . . . Mary Alice Patricia Rooney, a niece of Tom Cary, Comerford district manager, Waverly, Pa., was recently graduated from local Marywood Seminary. . . . A bon voyage party at the Blue Lantern Restaurant is planned by her friends for Frimi Spiegal, daughter of Comerford's Harry Spiegel, who will sail shortly on a two-months visit to Palestine.

A tremendous fireworks display on Memorial Night, and also on the previous Sunday night, were the successful holiday devices of manager Bill Keating, Comerford Drive-In, Dupont, Pa., while Al Farrell, manager, Dis-Valley Drive-In, is readying a gift night featuring a $100 gift certificate through the courtesy of the Eynon Drug Store, Eynon, Pa., . . . In conjunction with the opening of "Love Me or Leave Me," manager Ed McGovern has scheduled a surprise preview.

West Chester

The former Rialto theatre, restaurant, and apartment building were sold by Albert M. Greenfield and Company for D. Arthur Magaziner to Max Slavitz for $50,000.

Virginia

Staunton

William Gallagher, for 40 years associated with theatres of this area, and most recently at the Riviera, died last week. . . . Dr. Peter Favini, son of Louis Favini, was recently honored by his friends at a testimonial dinner at the Hotel Casey. . . . Gerard Adams, Comerford district manager, Honesdale-Hawley, has been appointed by Governor Leader to the Pennsyvania Fish Commission to serve until 1960. . . . A former employee of the Capitol, Virginia Wetzel has been graduated from the Mercy Hospital School of Nursing. . . . A Comerford employee for many years, William Kays, father of manager Bill Kays, Capitol, died during the week.

West Point

The York has closed indefinitely leaving this town without a theatre. Mrs. Franklin Darnell was manager. Operated by Pitts Theatres, Inc., Fredericksburg, Benjamin J. Pitts said business had dropped off to such an extent that continued operation would not be practicable. He also said that the theatre is some distance from others in the circuit, making operation difficult. An interest in the theatre was first purchased by Pitts about 25 years ago.

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SECTION TWO
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JUNE 15, 1955

ALLIED ARTISTS

Case Of The Red Monkey (5521)

MYSTERY MELODRAMA 73½M.

(Filmed in England)

ESTIMATE: Satisfactory programmer.

CAST: Richard Conte, Rona Anderson, Russell Napier, Colin Gordon, Arnold Marle, Sylva Langova, Donald Bissett, John King-Kelly. Produced by Alec C. Snowden; directed by Ken Hughes.

STORY: Several murders of nuclear scientists occur in London in a manner that baffles Scotland Yard at about the time that Richard Conte, special officer from the U.S. State Department, arrives to oversee the transfer of Russian scientist Arnold Marle, who escaped from the Reds. An attempt is made on Marle's life with a monkey's paw print found at the scene. Persistent newspaperman Colin Gordon tries to break the case and follows through on some hot leads. Marle is moved secretly to a nursing home. Conte stumbles onto the hideout of the gang behind the killings and is captured, along with Rona Anderson, niece of superintendent Russell Napier. He is tortured to reveal Marle's new hiding place. He manages to escape in time to avert Marle's murder at the hands of a gang member, a midget, who has been the killer of other scientists, getting in where normal sized people fail and being aided by a monkey who opened windows and latches. The gang is killed or rounded up, Conte prepares to leave for the U.S. with Marle, to return to Anderson with whom he is in love.

X-RAY: Lots of action, intrigue, and excitement are to be found in this entry which should round out the program in neat fashion. The cast is good and the direction and production are okeh. The screen play is by James Eastwood and Ken Hughes, based on a story by Eric Maschwitz.

AD LINES: "A Mystery Thriller With A Different Angle On Murder"; "Torn From The Dramatic Headlines Of Today's Newspapers"; "He Was Assigned To Prevent A Murder And Almost Wound Up A Corpse Himself."

Las Vegas Shakedown (5516)

MELODRAMA 79M.

ESTIMATE: Satisfactory programmer.

CAST: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Dorothy Patrick, Mary Beth Hughes, Elizabeth Patterson, James Millican, Robert Armstrong, Joseph Downing, Lewis Martin, Mara McAfee. Produced by William F. Broidy; directed by Sidney Salkow.

STORY: To the gambling casino and hotel owned and operated by Dennis O'Keefe in Las Vegas come all kinds of people including Coleen Gray, a mathematics teacher who wants to write a book exposing gambling and who has had little opportunity for romance. She and O'Keefe become friendly. Others not so friendly are waiting to visit O'Keefe, such as ex-convict Thomas Gomez, who has sworn to get him for testifying against him, along with henchmen Robert Armstrong and Joseph Downing. They beat O'Keefe but are interrupted by police before they can kill him. They escape. In a battle with two lone cops, Downing is killed but Gomez gets the police. When Armstrong tries to escape, Gomez wounds him. He gets to O'Keefe before he dies and tells him the location of Gomez and he and O'Keefe have it out. O'Keefe is wounded but he kills Gomez. He and Gray can make wedding plans.

X-RAY: Containing action, dramatic sidelights, intrigue, a bit of romance, and some scenes and settings in Las Vegas, this entry shapes up as a good entry for the program, with interest being maintained pretty much throughout. The cast is okeh, as is the direction and production. The screen play is written by Steve Fisher. A song, "Miss You So," is heard.

TIP ON BIDDING: Program rates.

AD LINES: "Once The Gambling Fever Hit . . . They Were Lost"; "He Had A Way With Women And Dice And When He Called A Bluff He Almost Lost His Life"; "A Killer Makes His Point The Hard Way In A Story Of Thrills And Suspense."

COLUMBIA

The Petty Girl (745)

COMEDY WITH MUSIC 87M.

(Reprint)

ESTIMATE: Reissue should do okeh.

CAST: Robert Cummings, Joan Caulfield, Elsa Lanchester, Melville Cooper, Audrey Long, Mary Wickes, Frank Orth, John Ridgely, Raymond Largay, Ian Wolfe, Frank Jenks, Tim Ryan, Mabel Paige, Kathleen Howard, Sarah Edwards, Everett Glass, Douglas Wood, Edward Clark, Philip Van Zandt, 12 Petty girls. Produced by Nat Perrin; directed by Henry Levin.

STORY: Robert (artist George Petty) Cummings is persuaded by man-hunting Audrey Long to abandon his curvaceous glamor girls for highbrow art. When he meets Joan Caulfield, beautiful teacher in a prim college, he gets her to pose for him and she is thus forced to quit her position. Finding Cummings again in Long's clutches, Caulfield determines to make the Petty Girl nationally famous, which she does. She also finally wins Cummings.

X-RAY: When first reviewed in THE SERVISECTION of August, 1950, it was said: "This should ride into the higher grosses, backed by the tremendous publicity given to the Petty Girl. The story is sufficient for the singing, dancing and comedy that make this a most pleasant film, produced in an atmosphere of taste, gaiety, and beautiful girls. Caulfield is an ideal lead physically and otherwise, and Cummings is an able comedian in addition to handling the romance. Excellent support comes from Elsa Lanchester, Melville Cooper and others. Looming as one of the biggest merchandising tieup opportunities in some time, this looks as a real potential. Songs include: "The Petty Girl," "Calypso," "Fancy Free," and "Ah Loves You." The story is by Mary McCarthy. When originally released this was in Technicolor, but the reissue is in black and white.

TIP ON BIDDING: Reissue price.

AD LINES: "The Most Luscious Magazine Girl Of All Time Becomes Seductively Alive On The Screen"; "More Gorgeous Than Ever On The Screen"; "The Most Beautiful Girls In The World."

They All Kissed The Bride (741)

COMEDY 86M.

(Reprint)

ESTIMATE: Reissue has names to sell.

CAST: Joan Crawford, Melvyn Douglas, Roland Young, Billie Burke, Allen Jenkins, Andrew Tombes, Helen Parrish, Emory Parnell, Mary Treen, Nydia Westman, Ivan Simpson, Roger Clark, Edward Gargan. Produced by Edward Kaufman; directed by Alexander Hall.

STORY: Joan Crawford, who rules her family with the same iron hand that she runs a trucking corporation, learns that budding author Melvyn Douglas is preparing a story about her late, unscrupulous father which is bound to be uncomplimentary because of his piratical career. She is faced with a damage suit filed by Douglas because she had him arrested for kissing her sister, Helen Parrish, at the latter's wedding, to which Douglas had not been invited. Douglas tells Crawford he will cancel the suit if she goes with him incognito to an employe dance, where

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she inadvertently wins a jitterbug contest. Douglas' later antics, particularly his unconcern for the money he is suing for, awaken Crawford to romance. Making love, she finds, is more fun than making money.

X-Ray: When first reviewed in The Servisection of June, 1942, it was said: "With the name strength, the direction, and generally fast pace, this emerges as one of the better comedies of its kind. An escapist comedy, it should have plenty of appeal. The jitterbug sequence stands out. This was from a screen play by P. J. Wolfson, from a story by Gina Kaus and Andrew P. Solt."

Tip On Bidding: Reissue Price.

Ad Lines: "This Big Business Woman Was All Business 'Til He Proved She Was All Woman"; "A Story Of The Little Things That Make Love So Precious"; "A Laugh-Filled Love Story That Tells In A New Way The Things That Eve Told Adam."

FILMAKERS

Mad At The World

Melodrama
71m.

Estimate: Okeh exploitation entry.

Cast: Frank Lovejoy, Keefe Basselle, Cathy O'Donnell, Karen Sharpe, Stanley Clements, Paul Vryar, Paul Duboy, James Delgado, Joseph Turkel, Aaron Spelling, Terence DeMarny. Produced by Collier Young; directed by Harry Essex.

Story: A gang of deliquents looking for excitement and trouble, including Paul Duboy, Stanley Clements, Joseph Turkel, and James Delgado, borrow a car and attack Keefe Brasselle, his wife Cathy O'Donnell, and their baby, who is seriously injured by a thrown whiskey bottle. Captain of detectives Frank Lovejoy and his assistant Paul Bryar try to follow through with not much to go on. Brasselle takes matters in his own hands, traces the car to Aaron Spelling, who is beaten by Brasselle before he can prove his innocense. He gets friendly with the gang's girl friend, Karen Sharpe, and gets to meet the gang. With a hidden gun, he invites them out for a drink, but they are tipped to his identity. They take him to a lumber mill intending to kill him. Turkel is picked up and tells Lovejoy the whole story. Brasselle breaks away and a hand-to-hand fight between him and leader Duboy takes place, with Duboy falling to the ground seriously hurt. Brasselle is about to kill him with his gun when Lovejoy arrives and persuades Brasselle to surrender the gun and let the law take its natural course. The baby dies.

X-Ray: Not a pleasant film by any means, this entry deals with the ever-increasing problems of delinquency among older boys and girls and because of its timeliness, butality and a certain amount of animal excitement, this could do okeh as part of the program. The story is average, making its point without trying to solve anything, and it mounts in tempo and excitement until the climax, which is fast-moving. The screen play is by Harry Essex.

Ad Lines: "A Teenager Tells How He Joined A School For Murder"; 'The True Story Of Wolf-Packs On The Prowl"; "Trigger-Happy Teeners Living For Kicks."

MGM

The Cobweb (531)

Drama
124m.

(CinemaScope) (Eastman Color)

Estimate: Highly interesting entry about a mental sanitarium, its patients, and its personnel.

Cast: Richard Widmark, Lauren Bacall, Charles Boyer, Gloria Grahame, Lillian Gish, John Kerr, Susan Strasberg, Oscar Levant, Tommy Rettig, Paul Stewart, Jarma Lewis, Adele Jergens, Edgar Stehli, Sandra Descher, Bert Freed, Mabel Albertson, Fay Wray, Oliver Blake, Olive Carey, Eve McVeagh. Directed by Vincente Minnelli; produced by John Houseman.

Story: Dr. Richard Widmark, recently appointed to supervise a small psychiatric clinic, has modern ideas about patient rehabilitation. When the library is in need of new drapes he agrees with activities director Lauren Bacall that it would be good for the patients to replace the old ones as a project. They agree to let inmate John Kerr, much troubled, design them. Meanwhile Widmark's wife, Gloria Grahame, unaware of the decision, decides to replace them as a help to her husband. Lillian Gish, spinster in charge of the clinic's business affairs, decides to replace the drapes as cheaply as possible, also unaware of other plans. Grahame, feeling neglected, takes refuge in the embrace and consolation of nominal head of the institution, Dr. Charles Boyer, free with whiskey and women, while Widmark's interest in Bacall increases. Widmark berates his wife for her interference, orders Gish to let the patients make the drapes, but doesn't reckon with Boyer who suddenly asserts his authority and rescinds Widmark's orders. When Kerr learns he no longer is to do anything on the project, his emotions give way and he runs away. An alarm goes out which warns he may kill himself and authorities drag the river. Widmark is forced to attend a meeting of the board of directors where he defends his methods and Boyer offers his resignation, thus ending the crisis at the clinic. Kerr returns, and Widmark and Grahame agree to try and straighten out things between them.

X-Ray: Interesting in plot, development, characterizations, this entry concerns itself with the thoughts and actions of patients in a psychiatric clinic as well as with the lives of several of its supervisory personnel. The problems of one group are counterbalanced by those of the other, the result being off-beat and of an absorbing nature to adult audiences. The pace is fast, so that the length of the film is not distressing. Interest is maintained pretty much throughout. The cast comes through in fine fashion with Widmark, Bacall, and Gish particularly noticeable, and newcomer John Kerr also impressing. The direction and production are in the better class. The screen play is by John Paxton based on the novel by William Gibson, with additional dialogue by Gibson.

Tip On Bidding: Higher rates where this type of entry will be appreciated.

Ad Lines: "Everybody Had A Problem And Each Became A Part Of 'The Cobweb' "; "A Story About People . . . Their Thoughts . . . Their Actions Under Stress And Strain"; "A Stirring Drama For Adults . . . One That Must Be Seen To Be Appreciated."

PARAMOUNT

The Seven Little Foys (5413)

Comedy With Music
95m.

(Technicolor) (VistaVision)

Estimate: Top Hope entry is headed for high grosses.

Cast: Bob Hope, Milly Vitale, Angela Clarke, George Tobias, Billy Gray, Lee Erickson, Paul De Rolf, Linda Bennett, Lydia Reed, Tommy Duran, Jimmy Baird, James Cagney. Produced by Jack Rose; directed by Melville Shavelson.

Story: Bob (Eddie Foy) Hope, a single in vaudeville, is attractive to the ladies but manages to escape the matrimonial venture. Agent George Tobias promises to catch his act, but a ballerina from Italy, Milly Vitale, doing the turn before Hope, stays on so long that Hope is afraid the agent will leave. In desperation he butts in on the ballerina with such hilarious results that Tobias wants to sign them as an act. Hope urges Vitale into signing. However, when he finds out that the only condition she would team up with him was by marriage he turns down the chance. Later, he hears that she has returned to Italy and will soon wed. He goes there and they are married, returning to the U.S. to open at the Palace in New York. At the zero hour, he discovers that his wife is pregnant and this thwarts his lifelong ambition to play the top vaudeville house in the nation. Seven children arrive in rapid succession; he buys a house, and to support his brood is away from home most of the time doing a single. Almost a stranger in his own house, the children come to regard him as such. When his wife dies, Hope is forced to return home to be a mother and father to the children, aided by his wife's older sister, Angela Clarke, who disapproves of his way of life. Knowing his limitations, Hope decides to build up a family act using all seven kids. The act is an instant success. Just as they have made the grade and have been booked into the Palace, Clarke, thinking she is doing the right thing for the children, hauls Hope into court for not being a fit father. The children rally to his aid and the presiding judge decides they should stay a show business family.

X-Ray: This is one of the best pictures Bob Hope has ever made. A happy mixture of corn, tears, and all-out comedy, Hope turns in a performance which should ring up good business in all situations, whether audiences of today ever heard of Eddie Foy and his famed vaudeville family or not. VistaVision greatly enhances the splendid color camera work and the production numbers are tops. Hope is just great in a semi-straight role. The appeal will be high for all the family. This has all the angles for exploitation and should send people from the theatre well entertained and reindoctrinated with the Hope brand of humor. Production and direction are top drawer throughout. The cast, which includes a show-stopping bit by Jimmy Cagney as George M. Cohan, back Hope to the hilt. This was written for the screen by Melville Shavelson and Jack Rose. Songs heard include "Mary Is A Grand Old Name," "The Greatest Father Of Them All," "Smiles," "Row, Row, Row," "Chinatown," "I'm Tired," "Nobody," "Yankee Doodle Boy," and "The Animal Act."

Tip On Bidding: Higher brackets.

Ad Lines: "Bob Hope At His Hilarious Best—Plus Technicolor—Plus VistaVision —What More Can Anyone Ask?" ;"The Trials And Tribulations Of One Of The Greatest Vaudeville Stars Of Yesteryear —Eddie Foy"; "Bob Hope Is Tops As Eddie Foy, Vaudevillian With A Heart."

RKO

The Big Street (577)

Comedy Melodrama
88m.

(Reissue)

Estimate: Names should help reissue.

CAST: Henry Fonda, Lucille Ball, Barton MacLane, Eugene Pallette, Agnes Moorehead, Sam Levent, Ray Collins, Marion Martin, William Orr, George Cleveland, Vera Gordon, Louise Beavers, Millard Mitchell, Juan Varro, Hans Conreid, Harry Shannon, William Halligan, John Miljan, Don Barclay, Julius Tannen, Ozzie Nelson and Orchestra. Written and produced by Damon Runyon; directed by Irving Reis.

STORY: Lucille Ball, haughty show girl, is mistress of night club owner Barton MacLane. When she tries to ditch MacLane for society man William Orr, he knocks her down a flight of stairs, injuring her spine. Busboy Henry Fonda, secretly in love with her for years, steps in when all of her friends desert her, takes care of her, first hocking all of her jewelry to raise money, then taking her to his humble room. Feeling that she can once again interest Orr if she can get to him in Florida, Ball insists on Fonda taking her there. With the aid of his friends, all typical Broadway characters and mostly horse players, Fonda gets her to Palm Beach. There she meets Orr, but when he finds she is a cripple he loses all interest. Ball collapses and the doctor tells Fonda that unless her illusions of grandeur are restored she will die. Fonda learns that MacLane is head of a gang of jewel thieves, blackmails him into tossing a party at a swank club with Ball as guest of honor. The party is a success until police enter, with proof that Fonda stole wealthy Marion Martin's jewels. As they are about to break up the party, Ray Collins, one of Fonda's friends, tells the true story of the jewel theft. Hearing this, George Cleveland, Martin's husband, does his best to make the party a success. Ball sings the song for which she was once famous in New York, confides to Fonda that she is at last happy, and that she wouldn't mind being a cripple if only she could dance once more. With Fonda supporting her, she works her way around the floor, collapses in Fonda's arms, and dies.

X-RAY: When first reviewed in THE SERVISECTION of August, 1942, it was said: "Sticking closely to the Damon Runyon formula of underlying tragedy with broad overtones of Broadway comedy, this is one of the better Runyon stories so far brought to the screen. For those who have read and enjoyed the Runyon stories this is a film that will be well appreciated, but it may have heavy going in the smaller spots. It deserves the best of attention. One song is "Who Knows."

TIP ON BIDDING: Reissue price.

AD LINES: "One Of The Late Damon Runyon's Most Famous Stories"; "He Had A Heart As Big As Broadway And It All Belonged To Her"; "Cinderella Got Her Glass Slipper, But The Prince Turned Out To Be A Busboy."

20TH-FOX

The Seven Year Itch (517)

COMEDY
105M.

(CinemaScope) (Color by DeLuxe)

ESTIMATE: Highly amusing comedy should do better business.

CAST: Marilyn Monroe, Tom Ewell, Evelyn Keyes, Sonny Tufts, Robert Strauss, Oscar Homolka, Marguerite Chapman, Victor Moore, Roxanne, Donald MacBride, Carolyn Jones, Butch Bernard, Doro Merando, Dorothy Ford. Produced by Charles K. Feldman and Billy Wilder; directed by Billy Wilder.

STORY: The Indians on Manhattan Island used to send their squaws and children off to the cooler interior while they remained at home to toil in the summer heat and appreciate what females were left. Some hundreds of years later, the custom is still the same, and among the hundreds of husbands seeing their wives and youngsters off is Tom Ewell, who bids wife Evelyn Keyes and son Butch Bernard farewell. He plans to stop smoking and drinking pursuant to doctor's orders. At home, one of the three apartments in a brownstone, he settles down to read an office manuscript when the bell rings. He finds Marilyn Monroe, who explains that she has rented the apartment upstairs while the regular tenants have gone to Europe for the summer. He dreams of imaginary affairs with secretary Marguerite Chapman, nurse Carolyn Jones, friend of Keyes' Roxanne, etc. Keyes calls to report the safe arrival and also that an old friend, Sonny Tufts, is visiting in the vicinity. Monroe accidentally knocks off a plant which lands on his patio and he invites her down for a drink, after which cigarettes and scotch follow one another. They get friendly until Ewell decides she had better go. The next day his conscience bothers him and he even consults psychiatrist Oscar Homolka. Another date follows that night and she asks couldn't she sleep in the apartment since it's air conditioned. That night and the next morning more conscience rumblings and dreaming. He finally blows his top and decides to go spend two weeks of vacation with Keyes, but quick. He takes off, leaving Monroe the apartment until he gets back, air conditioning and all.

X-RAY: Loaded with highly humorous scenes, dialogue, and situations, this entry should prove quite popular with audiences seeking light, gay, and amusing film fare. Laughs abound aplenty from start to finish. Interest is kept on high from start to finish, with Tom Ewell walking off with the acting honors being on the screen practically all of the time. His clever performance makes the entire operation believable, while Monroe looks particularly attractive and is well suited for her role. Direction and production are in the better class. A "sneak" preview audience found the proceedings thoroughly entertaining. The screen play is by Billy Wilder and George Axelrod, based on the original stage play by Axelrod.

TIP ON BIDDING: Higher rates.

AD LINES: "Every Husband Gets It Provided He is Married Long Enough"; "She Was After His Air Conditioner—He Was After Other Things. The Result Is A Hilarious Comedy"; "Have Some Real Fun—Get 'The Seven Year Itch'."

UNITED ARTISTS

Othello

DRAMA
92M.

(Welles)
(Filmed in Italy)

ESTIMATE: Shakespeare work for the art and specialty houses.

CAST: Orson Welles, Michael MacLiammoir, Suzanne Cloutier, Robert Coote, Milton Edwards, Michael Lawrence, Fay Compton, Nicholas Bruce, Jean Davis, Doris Dowling. Produced and directed by Orson Welles.

STORY: Orson Welles as Othello, a Moorish general, woos and wins Desdemona, played by Suzanne Cloutier, daughter of a Venetian senator, who is angry over the romance and accuses Welles of stealing the girl via black magic spells. Welles is sent to the island of Cypress to oppose the Turks, and Cloutier accompanies him. Welles incurs the wrath of junior officer Michael "Iago" MacLiammoir when he promotes another, Michael Lawrence, as his second in command MacLiammoir plots Lawrence's downfall and when he is demoted, suggests he get Cloutier to intercede with Welles for him. He also arouses suspicion in Welles' mind about their relationship, even to planting clues that would implicate them, obtained by forcing his wife, Fay Compton, to steal a handkerchief from Cloutier. Welles, influenced by the false evidence, kills Cloutier, after which Compton reveals MacLiammoir's guilt. Welles takes his life while MacLiammoir is arrested and sentenced to be torn to shreds by vultures.

X-RAY: Art house devotees, students, and lovers of Shakespeare should go for this entry in a big way, for it has dramatic impact, fine performances, a good interpretation of the Shakespeare work, as well and better direction and production of its type. It is doubtful whether the average audience would appreciate the entry with its language of yore and off-beat situations. Welles is very good as the lead, director, and producer.

AD LINES: "One Of Shakespeare's Most Noted Works Brought To The Screen As Dramatic Entertainment By Orson Welles"; "A Thrill-Packed Drama Of Love . . . Its Trust And Mistrust . . . Its Inspirations And Consequences"; "Shakespeare At His Best . . . A Screen Treat Not To Be Missed."

Summertime

ROMANTIC DRAMA
99M.

(Lopert)
(Filmed in Italy)

(Eastman Color—Print by Technicolor)

ESTIMATE: Stage play filmization has angles.

CAST: Katherine Heyburn, Rossano Brazzi, Isa Miranda, Darren McGavin, Mari Aldon, Jane Rose, MacDonald Parke, Gaitano Audiero, Andre Morell, Jereny Spenser, Virginia Simeon. Produced by Ilya Lopert; directed by David Lean.

STORY: American secretary Katherine Hepburn arrives for her first visit to Europe and Venice, in particular. She notices that with the night, people seem to pair up automatically, and she feels lonely. During a shopping tour, she makes the acquaintance of attractive shop owner Rossano Brazzi, and he asks her out. She agrees to another date but discovers that Brazzi is married, though not living with his wife, and that he has several youngsters. He persuades her not to ask questions of romance but accept it where and when she finds it, and they spend some days together until she realizes that there is no future in their relationship and she decides it's time to go home. She finds it hard to make the break but does so.

X-RAY: A tour of Venice can be had by viewing this entry, along with other items such as romance, atmosphere, a fairly interesting story, and efficient performances, direction, and production. Paced in leisurely fashion, the entry, written by David Lean and H. E. Bates based on the play, "The Time Of The Cuckoo," by Arthur Laurents, should please discriminating moviegoers who will appreciate the film's finer points. A little extra selling can insure better returns. The use of actual backgrounds provides a fine assist in putting the film across. A song, "Summertime in Venice," can be heard throughout.

TIP ON BIDDING: Higher bracket depending on situation.

AD LINES: "An American Secretary Seeks Romance On Her First Trip To Venice . . . And Finds It"; "Anything Can Happen In Summertime In Venice . . . And It Did"; "She Was Lonely And He Told Her To Take Her Romance When She Could Find It."

U-International

Foxfire (528)

DRAMA
91½M.

(Color by Technicolor)

ESTIMATE: Interesting drama.

CAST: Jane Russell, Jeff Chandler, Dan Duryea, Mara Corday, Robert F. Simon, Frieda Inescort, Barton MacLane, Charlotte Wynters, Eddy C. Waller, Celia Lovsky, Arthur Space, Phil Chambers, Robert Bice, Vici Raaf, Grace Lenard, Guy Wilkerson. Produced by Aaron Rosenberg; directed by Joseph Pevney.

STORY: While vacationing at a guest ranch in Arizona, socialite Jane Russell meets and falls in love with Jeff Chandler, engineer at a nearby copper mine, and despite the fact that he is half Indian, marries him. She goes to live in his house. He has few friends because of his background, but among them is mine doctor Dan Duryea, who drinks too much, and his nurse, half-Indian Mara Corday, in love with him. More and more of Chandler's time is taken by plans to reopen an old mine once owned by the Indians. He wins support from mine owner Robert F. Simon, aided by Russell. Neglected by Chandler, she turns to Duryea for companionship and doesn't even try to tell Chandler that she is going to have a baby. She has a miscarriage but pulls through alright. Her mother, Frieda Inescort, who has been against the marriage from the start, convinces her to take a short vacation and plan on freeing herself. Chandler is too proud to beg her to return. He devotes himself more and more to his work and finally discovers the lost gold vein after a terrific explosion that injures some, including Chandler. Russell hears of his injuries and rushes to his side.

X-RAY: This entry has a little of everything, including romance, intrigue, action, colorful and off-beat settings and situations, good performances, an interesting yarn, and okeh direction and production. Colorfully presented, the film with a little selling can wind up in the better-than-average column. The screen play is by Ketti Fringe based on the story by Anya Seton. There is a song, "Foxfire," sung by Chandler, which is heard at the start of the film. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher program rates.

AD LINES: "She Had A Yen For Him Nothing Could Extinguish"; "What Was The Secret Of 'Foxfire' And How Could It Affect Their Future? The Answer Is Highly Dramatic Entertainment"; "Jane's Got Jeff And A Pack Of Trouble Too."

The Purple Mask (530)

MELODRAMA
82M.

(CinemaScope) (Technicolor)

ESTIMATE: Satisfactory programmer.

CAST: Tony Curtis, Colleen Miller, Gene Barry, Dan O'Herlihy, Angela Lansbury, George Dolenz, John Hoyt, Myrna Hansen, Paul Cavanaugh, Allison Hayes, Jane Howard, Donald Randolph, Gene Darcy, Robert Cornthwaite. Produced by Howard Christie; directed by Bruce Humberstone.

STORY: Tony Curtis, a supposedly innocuous dandy, is in reality the "Purple Mask," who rescues noblemen from the blade of Napoleon's guillotine. Curtis manages to capture and hold for ransom minister of police John Hoyt. Napoleon, infuriated, directs Dan O'Herlihy to take up the hunt for Curtis. O'Herlihy formulates a plan to capture the "Mask," using imprisoned nobleman Paul Cavanaugh as the bait. His daughter, Colleen Miller, and her Royalist friends learn of the plot and devise a plan of their own. They arrange for a man masquerading as the "Mask" to be captured, leaving the real "Mask" free to continue unhindered his anti-government activities. Ignorant of his real identity, they choose Curtis for the job and instruct him to kidnap a government official. Although the police are waiting for him, Curtis succeeds in the capture, the official turning out to be O'Herlihy in disguise. When Miller and her friends are captured, Curtis, with the aid of a Royalist fencing master and his 50 pupils, overpower the soldiers. The imprisoned Royalists are to be executed, but the soldiers have been replaced by the Royalist swordsmen. After winning a duel with O'Herlihy, Curtis convinces Napoleon to allow the Royalist prisoners, including Miller, safe conduct to England.

X-RAY: This adventure meller contains an abundant amount of action in the form of swordplay and intrigue. Curtis turns in a suitable performance in his dashing role, while Miller adequately handles the romantic angle. Production and direction are good. CinemaScope, Technicolor, and the Curtis name should make for good selling angles. Screen play is by Oscar Brodney; based on "Le Chevalier Au Masques" by Paul Armont and Jean Manoussi.

TIP ON BIDDING: Program rates.

AD LINES: "The Mighty Napoleon Ruled With A Tyrannical Hand . . . And Only One Man Dared To Oppose Him"; "He Fought His Battles In Disguise, For Discovery Would Mean His Death"; "The Story Of A Man Who Almost Changed The Course Of History."

ENGLISH FILMS

Eight O'Clock Walk

MELODRAMA
87M.

(Associated Artists)
(English-made)

ESTIMATE: For the art and specialty houses.

CAST: Richard Attenborough, Cathy O'Donnell, Derek Farr, Ian Hunter, Maurice Denham, Bruce Seton, Harry Welchman, Kynaston Reeves, Lilly Kann, Eithne Dunne, Cheryl Molineaux, Totti Truman Taylor, Robert Adair, Grace Arnold, David Hannaford, Sally Stephens, Vernon Kelso, Robert Sydney, Max Brimmell, Humphrey Morton, Arthur Hewlett, Philip King, Jean St. Clair, Enid Hewit. Produced by George King; directed by Lance Comfort.

STORY: Taxi driver Richard Attenborough is led to an abandoned bomb-site by an eight-year-old girl as an April-fool prank. When the girl is found murdered, Attenborough is picked up for questioning and later arrested for the murder. The trial is to take place in London's Old Bailey court house. Attenborough's wife, Cathy O'Donnell, fights for and wins the sympathy of Council for the Defense, Derek Farr. At the trial, Farr is opposed by his father, Prosecuting Attorney Ian Hunter. The trial is presided over by Judge Harry Welchman, whose wife is at the hospital undergoing an operation. As the trial proceeds it becomes evident that the evidence points to Attenborough as the murderer. His wife sticks faithfully by him and Farr tries valiantly for an acquittal, but all seems hopeless. Farr sees prosecution witness Maurice Denham outside the courthouse, giving candy to a small girl. Farr identifies the candy as being the same kind as that which was found upon the murdered girl. The judge's wife has died, but the trial resumes with Farr recalling Denham to the stand. The Defense cross-examines the perverted man until he breaks down and confesses.

X-RAY: Mildly interesting, this import is best suited for the art and specialty spots. A degree of suspense is maintained throughout the film with performances, direction, and production falling into the good category. Screen play is by John Baines.

AD LINES: "He Was Innocent, But Could Not Prove It . . . And Time Was Running Out"; "It Was Only A Child's Prank . . . But It Could Mean His Death."

FOREIGN

The Great Adventure

OUTDOOR DRAMA
75M.

(De Rochemont)

(Swedish-made) (English narration)

ESTIMATE: Excellent import for the art spots.

CAST: Anders Norborg, Kjell Sucksdorff, Arne Sucksdorff. Produced and directed by Arne Sucksdorff.

STORY: A vixen mother invades a chicken coop to provide food for her cubs. The vixen continues to raid the coop until she is shot by a farmer. The cubs are attacked by the farmer and only one survives. An otter trapped in a burrow is rescued by 10-year-old Anders Norborg and his six-year-old brother, Kjell Sucksdorff. In secret, the boys cage the animal and finally domesticate it. They obtain food for the otter by fishing through the ice on a frozen lake. Time passes, and still the boy's secret is kept from the rest of the world. On the eve of the May Day festival Sucksdorff reveals to family and friends the otter's presence. This so distresses Norborg that he dashes into the woods with the animal. The otter breaks away and again returns to its life of natural freedom.

X-RAY: Excellent photography illustrates a simple but vividly realistic story of two boys growing up on a Swedish farm. Photographer Arne Sucksdorff has captured the mood and the beauty of the Swedish countryside and has combined them with an intimate story, the result being a superior film for art and specialty audiences. The film was a prize winner at the 1954 Cannes Film Festival.

AD LINES: "An International Prize Winner"; "A Film To Be Seen . . . And Seen Again"; "You, Too, Can Share In 'The Great Adventure."

Hiroshima

DOCUMENTARY DRAMA
85M.

(Continental)

(Japanese) (English titles)

ESTIMATE: Quality export for the art spots.

CAST: Yoshi Katoh, Eiji Okada, Isuzu Yamada, Yasuaki Takano, Masayuki Tsukida, Isako Machida, Hiromi Murase, Yumeji Tsukioka. Directed by Hideo Sekigawa.

STORY: On August 5, 1945, in Hiroshima, Isuzu Yamada, whose husband is away fighting in the war, is cooking supper for her three children. Air-raid sirens send them scurrying for shelter. They remain in hiding until the all-clear is sounded the next morning. The new day begins with children going to school or helping clear the rubble, while adults proceed about their daily tasks. Planes are heard overhead, followed by a blinding flash that is over in a moment. When the mushroom cloud blows out to sea, the city lays engulfed in a nightmare of destruction and terror. Yoshi Katoh, whose wife dies in the flames, finds his eldest son dead in a jammed hospital. His two younger children, returning from their evacuation, find their home gone and their father dying in a hospital, from which one flees in fright. The other, alone now, turns to begging to keep alive. Seven years late, he (Masayuki

Tsukida) is living with an uncle and working in his factory. When the factory starts to make armaments, he becomes bitter. Seeing street urchins trying to sell atom bomb souvenirs to tourists, he shows them skulls of A-bomb victims that they could sell. When he tries to sell the skulls he is arrested, but is released through the intervention of his schoolmaster.

X-RAY: Vivid in realism, tragedy, and moral propaganda, this entry will serve as powerful off-beat fare in art and specialty spots. The film's brutal sequences regarding the Atom bomb and its after effects may be offensive to those looking for mild entertainment, but few will fail to grasp the entry's forceful and meaningful message. Production, performances, and direction are good. Story and screen play is by Yasutaro Yagi.

AD LINES: "Hiroshima, A Vision Of Hell For Those That Lived There"; "A Venice Film Festival Prizewinner"; "For The First Time On The Screen . . . The True Story Of 'Hiroshima' . . . And The People Who Lived And Died There."

No Way Back

MELODRAMA
87M.

(Fine Arts)
(German-made) (English titles)

ESTIMATE: Good import for the art spots.

CAST: Ivan Desny, Ruth Niehaus, Rene Deltgen, Karl John, Lila Kedrowa, Serge Belousow, Alf Marholm. Produced by Stuart Schulberg; directed by Victor Vicas.

STORY: In 1945, Russian Army officer Ivan Desny comes across a frightened Ruth Niehaus huddled in a Berlin cellar. He escorts her home and wins her gratitude. Seven years later, Desny, who has been living is Moscow, returns to Berlin as a civilian engineer in charge of factory production. He remembers Niehaus and searches for her in the western sector, where he is observed by the Secret Police. Desny is instructed to report to the chief of the Secret Police, Rene Deltgen, and after being reprimanded for leaving the eastern zone, Desny discovers that Deltgen's secretary is Niehaus. Factory manager Karl John resents the Russians and attempts to murder Desny. Desny is seriously injured but recovers and wins John's respect and confidence. John discloses that he is planning to escape to the western zone, and Desny gives him the address of a contact in free Germany. John's plot is discovered by the police and he commits suicide. When the police find the contact's address on John, Desny and Niehaus, who are now deeply in love, are forced to flee to the western zone. Russian secret police trick Niehaus into a car and start their drive toward the eastern sector from which there is no way back.

X-RAY: Interesting, well made, and timely, the entry is okeh entertainment for art and specialty audiences. The film moves along at a good pace with its story being presented in a realstic and suspenseful fashion. Performances and direction are good. Screen play is by Gerhard T. Bucholtz and Victor Vicas.

AD LINES: "Filmed In The Heart Of Germany, This Is The True Story Of Love In A Divided World"; "Thrust Apart By The Dictates Of Governments, What Chance Had They For A Life Together?" "In A Divided Germany They Sought Love And Found It."

MISCELLANEOUS

Murder In Villa Capri

MELODRAMA
68M.

(Screen Guild)

ESTIMATE: Mediocre lower half filler.

CAST: John Heath, Neil Hamilton, Esther Minciotti, Joe Wippler, Denise Griffin, Astride Sigismondi, Florence Mercur, Linda Blodgett. Produced by Paul Burton-Mercur; directed by Otto Simetti.

STORY: Police lieutenant John Heath is assigned to stamp out a lottery being conducted in an average American city among the Italian population. He is warned to lay off but refuses despite pleas by his wife who fears for his safety. At the Villa Capri restaurant, the gang murders one of its members who is stepping out of line. Heath tries to shoot the fleeing killers but kills a friend, who accidentally gets in the way. When his daughter is killed, his wife leaves him, but he still refuses to give up and pursues the thing to its conclusion. His wife returns to him and they try to start all over again, hoping for a happier future.

X-RAY: In areas where there are Italian-speaking inhabitants this may go over nicely because there is quite a bit of that language spoken in the film. Elsewhere, it will just serve as fair filler on the program with amateurish performances, direction and production. There is a story by Paul Burton-Mercur supposedly based on a true-crime story he had published, but on the screen it rambles all over the place.

AD LINES: "Assigned To A Case, He Refused To Give It Up For Threats Or Family"; "He Had A Murder To Solve And Nothing Would Stand In His Way."

Open Secret

MELODRAMA
67M.

(Marathon)

ESTIMATE: For the lower half.

CAST: John Ireland, Jane Randolph, Roman Bohnen, Sheldon Leonard, George Tyne, Morgan Farley, Ellen Lowe, Anne O'Neal, Arthur O'Connell, John Alvin, Bert Conway, Rory Mallinson, Helena Dare, Leo Kaye, King Donovan, Tom Noonan, Charles Waldron, Jr. Produced by Frank Satenstein; directed by John Reinhardt.

STORY: Charles Waldron invites army buddy John Ireland and new bride Jane Randolph to share his apartment for a few days. When the honeymooners arrive, they discover that Waldron is not at the apartment. It is learned by the couple that there is an anti-Semitic movement in the neighborhood and the Waldron apartment has been rifled. Morgan Farley asks to see Waldron in connection with a letter received, stating that Waldron has important information for Farley's magazine "Snap." When Waldron's murdered body is found by the police, Ireland and Randolph leave some films to be developed at the shop of George Tyne, who is being persecuted by a Fascist-minded gang because of his race. The photographs show gang members in acts of desecration. The gang gets Ireland and Tyne in the latter's shop and starts to beat them. The police arrive and arrest the Fascists. The police and Ireland return to the apartment where Farley, the real leader of the gang, is struggling with Randolph. Farley attempts to escape and is shot and killed.

X-RAY: This entry handles well its racial persecution theme, the result being a mildly interesting film that gets its point across without an undue amount of crusading. The picture is acceptable for action spots in view of its abundant amount of violence and turmoil. Performances, direction, and production are satisfactory. Screen play is by Henry Blankfort and Max Wilk; original story by Max Wilk and Ted Murkland.

AD LINES: "The Pull-No-Punch Drama Of Men Chained Together By Hate"; "The Picture That Opens Fire On A Hate Strong Enough To Kill"; "Tense! Taut! Terrific! . . . Dynamite On Film."

The Shorts Parade

THREE REEL

Color Novelty

HERMAN MELVILLE'S MOBY DICK. Joseph Burstyn. 30m. In color, with Thomas Mitchell narrating, the story of "Moby Dick" is portrayed through the paintings of American artist Gilbert Wilson. The whaler, under Ahab's command sets out for the high seas in search of the precious game. It soon becomes apparent to the crew that Ahab's only interest is that of killing Moby Dick, the white whale that took off the captain's leg in a previous encounter. When the white whale is sighted, Ahab's anger turns to madness and he risks the ship and its crew in order to kill the monster. After a chase and a battle, the whale manages to destroy the ship and kill Ahab. This is best suited for art and specialty spots. EXCELLENT.

TWO REEL

Comedy

HISS AND YELL. Columbia—Assorted Reprints. 18m. When first reviewed in THE SERVISECTION of May, 1946, it was said: "Vera Vague, at a charity rally, meets a magician on the train whose specialty is decapitating a dummy, Vague spots the head of the dummy in his grip, and by mistake takes his grip, which looks exactly like hers, when she gets off the train. When she finally gets to her friend's home, she finds the magcian is also staying there. Thinking she has stolen the head, he gives chase with a huge razor, until she realizes the situation, and falls Vague-fashion into his arms. GOOD." (7426).

TRAINING FOR TROUBLE. Columbia—Comedy Favorite Re-releases. 15½m. When first reviewed in THE SERVISECTION of July, 1947, it was said: "Schilling and Lane, a couple of broken-down hoofers, are on their last legs, when they receive a call from their agent, telling them that he has found a job. Everything is hunky-dory until the boys climb aboard the train with their monkey. Trouble follows trouble until they are finally discharged from the troupe and tossed off the train. FAIR." (7436).

Documentary

DEVIL TAKE US. RKO—Theatre of Life. 21m. Safety on the highway is a problem and all of its aspects are seen by a California highway patrolman and the camera at the same time, and all characters in the film are real, either living or dead. Officers are seen taking all situations in stride, while driver types are well captured by the camera. The film is an effective lesson in driving safety. EXCELLENT. (53301).

Drama

AT THE STROKE OF TWELVE. Warners—Classics Of The Screen. 20m. When first reviewed in THE SERVISECTION of November, 1941, it was said of this reissue: "A two-reel version of Damon Runyon's "Midnight Alibi," this suffers because too much has to be crammed into the running time. It tells of a Broadway gangster whose true alibi is an old lady recluse, Elizabeth Risdon, who comes to help him avert the electric chair. Despite fast pace, this lacks suspense, although it is interesting in the telling. FAIR." (2105).

Musical

GIRL TIME. Universal-International—Musical Featurettes. 16m. This musical short features Ina Ray Hutton singing "When My Sugar Walks Down The Street," Tina and Coco dancing to the tune of "Casteneta Espanol," Lucita on the Marimba performing "Rhapsodic Fantasie," Ina Ray Hutton vocalizing with "Jamaica Rumba," the Costello Twins, acrobatic team, performing to the tune of "Mambola," singer and pianist Nellie Lutcher performing "Real Gone Guy," and the Ina Ray Hutton Orchestra performing "Granada." GOOD. (1307).

Color Historical

WAVE OF THE FLAG. Warners—Specials. Color by WarnerColor. 19m. Within a 150-mile radius of the Washington Monument stand the major historical shrines of the nation. Shown are Jamestown and Williamsburg, Philadelphia and its Liberty Bell, Valley Forge, Yorktown, the White House, the White House of the Confederation, Appomatox Courthouse, Ford's theatre, where Lincoln was shot, the monument to the Unknown Soldier. EXCELLENT. (2010).

Color Novelty

THE KING'S SECRET. Universal-International—Special. (Color.) 16m. Steve Allen comments on his wife's orders to him to get a haircut, and he then recalls the secret of a king having to do with barbers and a haircut. Through the medium of puppets, the audience learns that King Looie is reluctant to have his hair cut because he has long ears like a rabbit beneath his shaggy mane. He finally takes a chance on a barber and swears him to secrecy but the latter had to tell someone or something or bust. He winds up telling a willow and soon the four winds have it. The moral, it seems, is that it matters not how long the ears are but rather it's the man between them that counts. Aside from normal bookings, art house patrons might also appreciate this because of its off-beat components. GOOD.

Serial

ADVENTURES OF CAPTAIN AFRICA. Columbia—Serial. 15 chapters. John Hart, Rick Vallin, Ben Welden, June Howard, Bud Osborne, Paul Marion, Lee Roberts. Produced by Sam Katzman; directed by Spencer G. Bennet; story and screen play by George H. Plympton. Chapter one—"Mystery Man Of The Jungle," 25m. Bud Osborne, wild animal trapper in the Near East, and adventurer Rick Vallin become interested in Osborne's Arabian assistant, Ben Welden, who was once rescued from an attacking leopard by the legendary Captain Africa (John Hart). They follow him to a jungle meeting attended by Arabian girl, June Howard, where Paul Marion, a deposed caliph, is trying to win forces to help him regain his throne. Attacked by a guard, Vallin seeks a refuge in a cave. He suddenly finds himself trapped by burning oil. There is sufficient action and excitement here for serial requirements. FAIR. (7160).

ONE REEL

Color Cartoons

AQUARELA DO BRASIL. RKO—Walt Disney Cartoon Reissues. 8m. This is still more of Disney's "Saludos, Amigos," first reviewed in THE SERVISECTION of December, 1942, when it was said: "Following live action carnival scenes in Rio de Janeiro, Brazil, Donald Duck meets Jose Carioca, sporty parrot, who spouts rapid-fire Portuguese mixed with English, and offers to show him the sights. He teaches him the native dance, the samba, takes him to Rio's night spots, and shows him Rio's scenic wonders. This closes with a farewell view of Rio's picturesque harbor. Songs heard are "Aquarela Do Brasil," which in English is "Watercolor Of Brazil"; and "Tico Tico No Fuba." This is outstanding artistically. GOOD." (54111).

HARE BRUSH. Warners—Bugs Bunny Specials. 7m. Elmer Fudd, in a rest home, thinks he is a rabbit. Bugs Bunny trades places with Elmer, with Bugs staying in the rest home and Elmer hopping away. A psychiatrist convinces Bugs that Bugs is Elmer and he is discharged as cured. Bugs goes rabbit hunting and hunts Elmer. Bugs is arrested for non-payment of Elmer's income tax. GOOD. (2727).

HOP, LOOK AND LISTEN. Warners Blue Ribbon Hit Parades Reissues. 7m. When first reviewed in THE SERVISECTION of April, 1948, it was said: "A baby jumping kangaroo escapes from the zoo, and a cat that resorts to fisherman's techniques in his mouse hunting mistakes it for a mouse. When bested in the encounter, a large bulldog becomes ashamed of the cat for being afraid of what he also thinks is a mouse; but he, too, becomes scared when he mistakes mama kangaroo, who has come looking for her baby, for a 'king-sized' mouse. FAIR." (2310).

KIDDIE CONCERT. Universal-International—Walter Lantz Cartunes Reissues. 7m. When first reviewed in THE SERVISECTION of April, 1948, it was said: "The school orchestra directed by Wally Walrus, renders its own concert for the benefit of an audience composed of animals. At a particularly sad passage in the music, the tears from the audience create a small flood in the hall, making for some confusion. The finale sees the leader, Wally, caught in the midst of a wad of bubble gum, and having his troubles. FAIR." (1354).

KUKUNUTS. Columbia—Color Favorites Reissues. 6½m. When first reviewed in THE SERVISECTION of July, 1945, it was said: "The Fox, cast away on a deserted island for 20 years with cocoanuts as the only thing to eat, imagines a delicious feast when the Crow makes his appearance. But the ingenius Crow manages to get out of his snare, causing the Fox much discomfort. The Fox is again outwitted. GOOD." (7613).

LIGHT AND MANKIND. Baker-Brill. 9m. This artistically constructed cartoon in Technicolor tells the story of man's continued striving for better sources of light. The evolution of light is reviewed, from early wick and candle illumination to modern electricity, neon, and fluorescent bulbs. The story is not narrated, but background music accentuates the excellent color animation. EXCELLENT.

LITTLE 'TINKER. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVISECTION of June, 1948, it was said: "A love-sick skunk finds himself repulsed by all the creatures of the forest due to his b.o. Cupid finally gives him a book on how to make love, but his experiences while trying to follow instructions still get him nowhere until he tries the chapter on camouflage. Then he meets with success with a gorgeous femme fox. It turns out that she, too, is a camouflaged skunk, but it doesn't matter. The greater portion of this is taken up with a burlesque on Frank Sinatra. GOOD." (W-667).

MOTHER HUBBA-HUBBA-HUBBARD. Columbia Color Favorites Reissues. 6m. When first reviewed in THE SERVISECTION of June, 1947, it was said: "Poor Mother Hubbard goes to the cupboard only to find it bare. When the dog learns of this, he suspects everyone in the household. Then starts a very confusing chase with everyone trying to get hold of a suitcase, thinking that it contains a bone. When the dog finally gets possession of it, only to find it empty, he is reminded of his sleep-walking habits, and is told that he ate it in his sleep. FAIR." (7612).

MOUSE IN THE HOUSE. MGM—Gold Medal Reprint Cartoons. 8m. When first reviewed in THE SERVISECTION of September, 1947, it was said: "Jerry, the mouse, is discovered in the house by Tom, the cat, his best friend, who is given strict orders to capture him. This is easier said than accomplished, however, as Jerry is not one to give up very easily. In fact, the tiny mouse gets the better of the deal all around. GOOD." (W-666).

PAST PERFUMANCE. Warners—Merry Melodies. 7m. A French motion picture studio, vintage of 1913, is the stage for the antics of skunk Pepe LePew. Pepe first drives away actors and technicians with his invigorating aroma, and then proceeds to pursue a girl cat whom he thinks is another skunk. The chase leads through various sets and projection rooms and winds up with Pepe transforming himself into a cat with the aid of a paint brush. EXCELLENT. (2717).

PAW'S NIGHT OUT. Universal-International—Walter Lantz Cartunes. 6m. Paw arrives home late and unable to enter the house quietly, he enlists the aid of his pet pig, Milford. Milford devises plans for getting Paw into the house without Maw's knowledge, but they all fail. Finally Paw goes to the back door and finds it open. Maw, who was also out late, returns home through the back way. Paw goes out the front way to berate her and again finds himself locked out. When Maw opens the front door, Paw is met with a rolling pin greeting. GOOD. (1329).

PIXIE PICNIC. Universal-International—Walter Lantz Cartunes Reissues. 7m. When first reviewed in THE SERVISECTION of April, 1948, it was said: "The pixies of the forest gather together, and prepare for their own rendition of Rossini's "La Gazza Ladra" Overture. Playing on instruments provided by Mother Nature, the characters concerned offer the selection, with the usual humorous touches. GOOD." (1355).

SLAP HAPPY LION. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in THE SERVISECTION of November, 1947, it was said: "A man-eating lion is utterly insane. A little mouse explains that the lion is suffering from a mouse complex, and recalls the day that the lion was the king of beasts. This was before the mouse took a hand in things, and showed up the animal before his friends. The mouse quickly drove the lion out of his mind with his various strategic tricks. GOOD." (W-668).

TWEETY'S CIRCUS. Warners—Merrie Melodies. 7m. Sylvester, the cat, chases Tweety, the bird, in a circus set-up. The bird succeeds in getting the cat tangled up with a lion and other animals. Sylvester continues to pursue the bird, with the result being that the cat again and again winds up in the lion's clutches. Finally, Sylvester finds himself fighting off lions in the lions' den. FAIR. (2718).

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

The Shorts Parade

(Continued from page 3982)

TWEETIE PIE. Warners—Blue Ribbon Hit Parades Reissues. 7m. When first reviewed in THE SERVISECTION of May, 1947, it was said: "Tweetie Pie, a little birdie, finds himself out in a blizzard, stalked by a horrible tom cat. The cat ducks just as the birdie suspects his presence and Tweetie Pie turns and says in a very funny voice, 'I thought I saw a pussy cat.' From there on, it is an uneven battle between Tweetie Pie and Tom and the kindly lady of the house, who wishes to protect Tweetie, and beats Tom with a broom. This is very funny. EXCELLENT." (2311).

WACKY-BYE BABY. Universal-International—Walter Lantz Cartunes Reissues. 7m. When first reviewed in THE SERVISECTION of April, 1948, it was said: 'Woody Woodpecker is in search of a home, and is very happy when his eyes feast upon a newspaper notice, stating that wealthy Wally Walrus is looking for a son. Woody quickly takes care of the situation, and shows up, ready to wait upon a doting father. Things don't break the way they should, however, and Woody and Wally don't seem to get along together. The finale sees Wally chasing Woody with a shotgun. GOOD." (1356).

Comedy

SO YOU WANT TO BE ON A JURY. Warners—Joe McDoakes Comedies. 10m. Homer and Joe get jury work to earn a few extra dollars. Both are members on a jury trying an accident case involving their boss and a gangster. Their attempts to reach an honest verdict is made difficult by alternate threats by the boss and the gangster. Finally they rule in favor of the gangster, who turns out to be their new boss. FAIR. (2405).

Musical

RAY EBERLE AND HIS ORCHESTRA. Columbia—Thrills Of Music Reissues. 10m. When first reviewed in THE SERVISECTION in November, 1948, it was said: "Featuring the band of Ray Eberle, with Eberle and Connie Haines doing the vocals, and with Fred Robbins jive-talking at the turntable, this presents "Prisoner Of Love," "Tree In The Meadow," and "How Come You Do Me Like You Do. GOOD." (7956).

Novelty

ANIMALS IN ACTION. MGM—Pete Smith Specialties. 9m. The camera catches glimpses of different kinds of animals engaged in various activities. Shown are scenes of a reindeer roundup, a greyhound race, bulls at bullfight, a cat tangling with a monkey, a chimp tangling with a dog, and a monkey attempting to climb a pole to reach a bunch of bananas. FAIR. (S-658).

THE FALL GUY. MGM—Pete Smith Specialties. 9m. Pete Smith reviews some of the falls Dave O'Brien has taken in the series of shorts he has produced over the years. In addition to falls, O'Brien is shown being plagued by stubborn ice cubes and ketchup bottles, a boomerang, and an uncooperative hammock, plus other frustrating articles. GOOD. (S-660).

HISTORICAL ODDITIES. MGM—Pete Smith Specialties. 9m. Several historical allegations, such as the cow that knocked over the lamp to start the Chicago fire, and that Steve Brody jumped off the Bridge are proven false. In addition, factual data is revealed concerning the invention of the stethescope, handshake, shatterproof glass, and the tipping of hats by men. GOOD. (S-659).

Color Sports

RIVIERA REVELRIES. Warners—Sports Parade. 10m. A tour of the south of France reveals Eden Rock, playground of the celebrated and the select; Monte Carlo and its famous Casino, various water sports on the Riviera, bathing beauties on the beaches, the scenery along the coast, and carnival night at Nice. This is in WarnerColor. GOOD. (2507).

Color Travel

VENEZUELA. Republic—This World Of Ours. 9m. A Trucolor tour through Venezuela reveals how this South American nation is replacing picturesque native scenery with modern structures. Larger Venezuelan cities are shown with their new skyscrapers, super highways, and massive and low-cost housing projects. Venezuela's International Airport is shown, as is the luxurious government subsidized hotel. Viewed are the country's major industries which include oil and natural gas refining and iron ore mining. The country's million-dollar university is shown with its two giant stadiums. Venezuelans are seen engaged in the sports of bull-tossing and baseball. GOOD. (5388).

ALPHABETICAL GUIDE
To 360 Features Reviewed Since The Sept. 8, Issue

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SILENT RAIDERS, THE—65m.—Lippert 3885
SILVER CHALICE, THE—137m.—Warners 3891
SILVER STAR, THE—75m.—Lippert 3942
SITTING BULL—105m.—UA 3839
SIX 8RIDGES TO CROSS—96m.—U-I....3907
SLEEPING TIGER, THE—89m.—Astor 3853
SMOKE SIGNAL—88m.—U-I 3916
SNOW CREATURE—70m.—UA 3871
SOLDIER OF FORTUNE—96m.—20th-Fox 3971
SO THIS IS PARIS—96m.—U-I 3871
SQUARE RING, THE—73m.—Republic 3915
STAR IS BORN, A—182m. and 154m.—Warners....3847
STARS OF THE RUSSIAN BALLET—75m.—Artkino....3840
STEEL CAGE, THE—80m.—UA 3864
STRANGE LADY IN TOWN—112m.—Warners 3952
STRANGER ON HORSE8ACK—66m.—UA 3931
STRANGER'S HAND, THE—86m.—DCA 3925
STRATEGIC AIR COMMAND—114m.—Paramount....3944
SUDDENLY—77m.—UA 3829
SUMMERTIME—99m.—United Artists 3979
SUSAN SLEPT HERE—97m.—RKO 3827

T

TALL MAN RIDING—83m.—Warners 3964
TARGET EARTH—75m.—Allied Artists 3897
TARZAN ESCAPES—89m.—MGM 3862
TARZAN'S HIDDEN JUNGLE—73m.—RKO....3930
TARZAN THE APE MAN—102m.—MGM 3862

(Continued on page 3983)

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS

MAY

Las Vegas Shakedown
D. O'Keefe,
C. Grey

Skabenga
Jungle
Documentory

JUNE

Finger Man
F. Lovejoy,
P. Castle

Lord Of The Jungle
J. Sheffield,
W. Morris,
N. Gotes

JULY

Wichita
J. McCreo,
V. Miles,
L. Bridges

Case Of The Red Monkey
R. Conte,
R. Anderson,
R. Napier
(English-mode)

Spy Chasers
L. Gorcey,
H. Hall,
L. Dovis

COLUMBIA

MAY

The End Of The Affair
D. Kerr,
V. Johnson,
J. Mills

Tight Spot
G. Rogers,
E. G. Robinson,
B. Keith

Cell 2455, Death Row
W. Campbell,
M. Carr,
R. Campbell

Seminole Uprising
G. Montgomery,
K. Booth
(Technicolor)

JUNE

A Prize Of Gold
R. Widmark,
M. Zetterling,
N. Potrick
(Technicolor)

5 Against The House
G. Modison,
K. Navok,
B. Keith

The Petty Girl
They All Kissed The Bride
(Reissues)

JULY

It Came From Beneath The Sea
K. Tobey,
F. Domergue,
D. Curtis

Creature With The Atom Brain
R. Denning,
A. Stevens

Chicogo Syndicate
D. O'Keefe,
A. Lene,
P. Stewart,
X. Cugot
& Orch.

LIPPERT

MAY

Air Strike
R. Denning,
G. Jean,
D. Haggerty

Phantom Of The Jungle
J. Hall,
R. Montgomery,
A. Gwynne

JUNE

King Dinosaur
B. Bryant,
W. Curtis

JULY

The Lonesome Trail
W. Morris,
J. Agar,
M. Dean,
E. Buchonon

METRO

MAY

The Prodigal
L. Turner
E. Purdom,
L. Calhern
(Eastmon Color)
(CinemaScope)

The Marauders
D. Duryea,
J. Richords,
K. Wynn
(Eastman Color)
(Print by Technicolor)

JUNE

Lave Me Or Leave Me
D. Day,
J. Cagney
(Technicolor)
(CinemoScope)

Moonfleet
S. Granger,
V. Lindfors,
G. Sanders
(Eostman Color)
(CinemoScope)

JULY

Interrupted Melody
E. Porker,
G. Ford
(Eostman Color)
(CinemaScope)

The Cobweb
L. Bacall,
C. Boyer,
R. Widmork
(Eostmon Color)
(CinemoScope)

The Wizard Of Oz
Re-issue

PARAMOUNT

MAY

Strategic Air Command
J. Stewart,
J. Allyson
(Technicolor)
(VistaVision)

JUNE

The Far Horizons
F. MacMurray,
C. Heston,
D. Reed
(Technicolor)
(VistaVision)

Hell's Island
J. Payne,
M. Murphy,
F. L. Sullivan
(Technicolor)
(VistaVision)

JULY

The Seven Little Foys
B. Hope,
A. Clark/
G. Tobias
(Technicolor)
(VistaVisian)

RKO

MAY

Bringing Up Baby
I Remember Mama
(Reissues)

Quest For The Lost City
D. and G. Lamb
(Made in Guatemala)
(Color)

JUNE

Son Of Sinbad
D. Robertson,
S. Forrest,
V. Price,
L. St. Cyr
(Technicolor)
(SuperScope)

Wakamba
E. M. Queeny
African
Documentory
(Technicolor)

The Big Street
(Reissue)

JULY

Pearl Of The South Pacific
V. Moyo,
D. Morgon
D. Forrar
(Technicolor)
(Superscape)

REPUBLIC

MAY

Santa Fe Passage
J. Payne,
F. Domergue,
R. Cameron
(Trucolor)

The Eternal Sea
S. Hayden,
A. Smith,
D. Jagger

Don Juan's Night Of Love
R. Valcone,
S. Pampanini
(Itolion-mode;
Dubbed in
English)

JUNE

Flame Of The Island
Y. DeCarlo,
Z. Scott,
H. Duff
(Trucolor)

Double Jeopardy
R. Cameron,
G. Robbins

The Green Buddah
W. Morris
M. Germoine
(English-mode)

JULY

The Road To Denver
J. Payne,
M. Freeman,
L. J. Cobb
(Trucolor)

City of Shadows
V. McLaglen
R. Crowley

20th-FOX

MAY

Daddy Long Legs
F. Astaire,
L. Caron,
T. Moore
(Color)
(CinemaScope)

That Lady
O. DeHavilland,
G. Roland,
D. Price
(Color)
(CinemaScope)
(Made in England)

The Adventures Of Sadie
J. Collins,
K. More,
G. Cole
(Color)

JUNE

The Magnificent Matador
M. O'Hara,
A. Quinn
(Technicolor)
(CinemaScope)

Soldier Of Fortune
C. Gable,
S. Hayward
(Color)
(CinemaScope)
(Made in Hong Kong)

The Seven Year Itch
M. Monroe,
T. Ewell
(Color by DeLuxe)
(CinemaScope)

JULY

A Life In The Balance
R. Montalban,
A. Bancroft,
L. Morvin
(Made in Mexico)

The Living Swamp
Okenfenokee
Swamp nature
study
(Color)
(CinemaScope)

How To Be Very, Very Popular
B. Grable,
R. Cummings,
S. North
(Color)
(CinemaScope)

House Of Bamboo
R. Stack,
S. Yamaguchi,
R. Ryan
(Color)
(CinemaScope)
(Made in Japan)

UNITED ARTISTS

MAY

The Tiger and The Flame
Mehtab
(Made in India)
(Technicolor)
(Modi)

Kiss Me Deadly
R. Meeker,
P. Stewart,
C. Leachman
(Parklane)

Robbers' Roost
G. Montgomery,
R. Boone,
S. Findley
(Color)
(Made in Mexico)
(Goldstein)

Top Of The World
R. Robertson,
F. Lovejoy,
E. Keyes
(Baird-Foster)

JUNE

The Big Bluff
J. Bromfield,
M. Vickers,
(Wilder)

The Sea Shall Not Have Them
M. Redgrave,
D. Bogorde,
(English-made)
(Angel)

Summertime,
K. Hepburn,
R. Brazzi,
(Technicolor)
(Made in Italy)
(Lopert)

Albert, R. N.
A. Steel,
J. Warner
(English-made)
(Angel)

JULY

Othello
O. Welles,
S. Cloutier,
M. MocLiommoir
(Made in Europe)
(Welles)

U.-INT.

MAY

Revenge Of The Creature
J. Agar,
L. Nelson,
J. Bromfield
(3-D and 2-D)

Cult Of The Cobra
R. Domergue,
R. Long,
M. Thompson

The Looters
R. Calhour,
J. Adams,
T. Gomez

JUNE

This Island Earth
J. Morrow,
F. Domergue,
R. Reoson
(Technicolar)

Abbott and Costello Meet The Mummy
B. Abbat,
L. Costello,
M. Windsor

The Man From Bitter Ridge
L. Barker,
M. Corday,
S. McNally
(Eostman Color)

JULY

Ain't Misbehavin'
R. Calhoun,
P. Laurie,
J. Carsan
(Technicolor)

Foxfire
J. Chondler,
J. Russell,
D. Duryea
(Technicolor)

The Purple Mask
T. Curtis,
C. Miller,
D. O'Herlihy
(Technicolor)
(CinemoScope)

WARNERS

MAY

Jump Into Hell
J. Sernas,
K. Kasznor,
A. Moss

Strange Lady In Town
G. Garson,
D. Andrews,
C. Mitchell
(WornerColor)
(CinemaScope)

JUNE

The Sea Chase
J. Woyne,
L. Turner,
D. Forrar
(WornerColor)
(CinemaScope)

Toll Man Riding
R. Scott,
D. Molone,
P. Castle
(WornerColor)

JULY

Land Of The Pharaohs
J. Hawkins,
J. Collins
(WornerColor)
(CinemoScape)

The Dam Busters
R. Todd,
R. Redgrave
(English mode)

Mister Roberts
H. Fonda,
J. Cogney,
B. Polmer
(WarnerColor)
(CinemoScope)

OBSERVATIONS

June 19—Fother's Doy
July 4—Independence Day

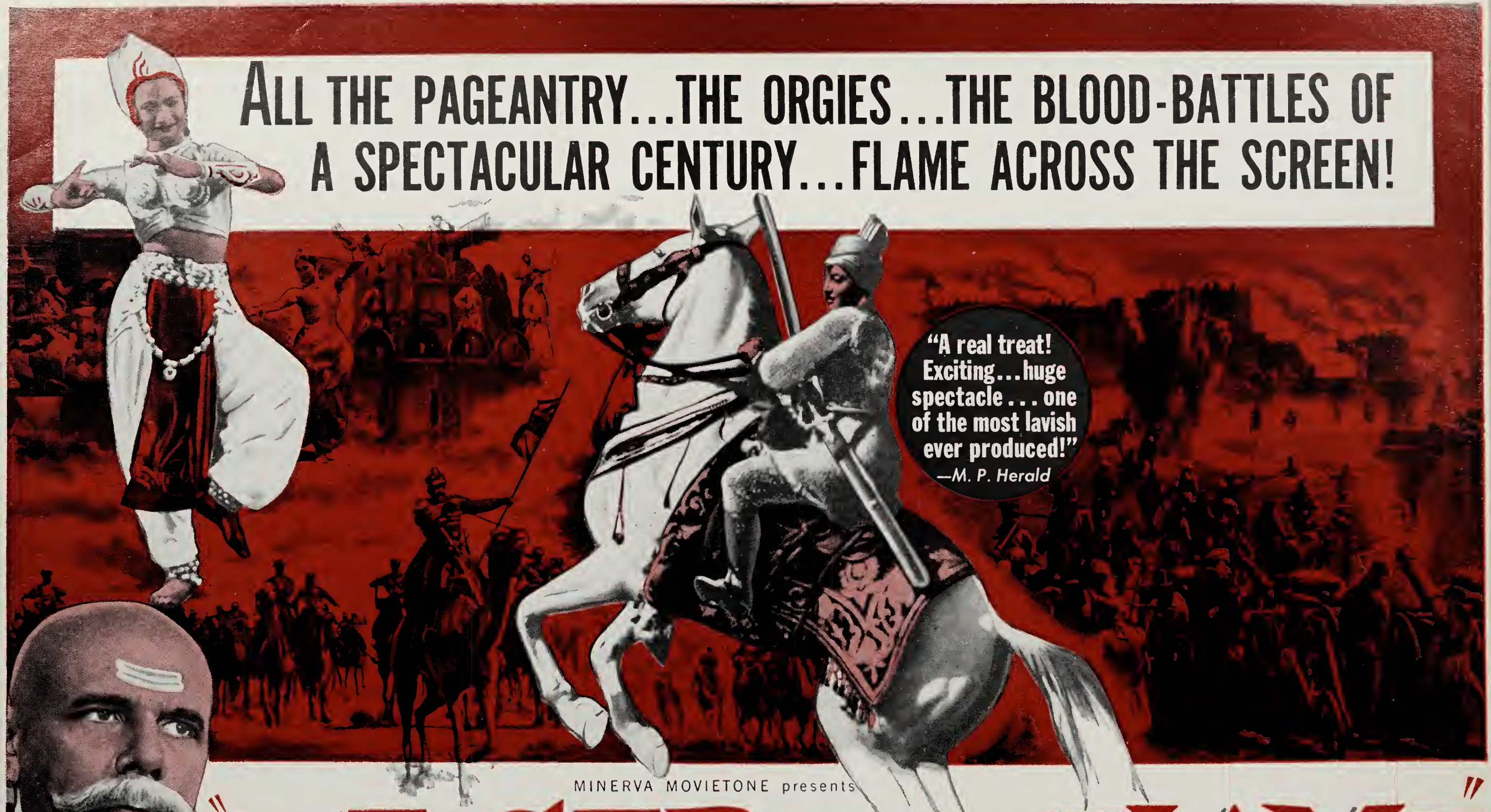
MOON PHASES

	1 Quater	2 Full	3 Last	4 New
JUNE	26	5	13	19
JULY	26	5	12	19

FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell

ALL THE PAGEANTRY...THE ORGIES...THE BLOOD-BATTLES OF A SPECTACULAR CENTURY...FLAME ACROSS THE SCREEN!



"A real treat! Exciting...huge spectacle . . . one of the most lavish ever produced!"
—M. P. Herald

MINERVA MOVIETONE presents

"THE TIGER AND THE FLAME"

In Fiery color by TECHNICOLOR

Introducing MEHTAB and SOHRAB MODI

Produced and Directed by SOHRAB M. MODI

On the raging battlefield... In the Silken Boudoir...

A CAST OF 25,000!
10 YEARS IN THE MAKING!

thru UA

MOTION PICTURE

EXHIBITOR

JUNE 22, 1955 GENERAL EDITION

INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

IN TWO SECTIONS • THIS IS SECTION ONE

Mike Simons, in charge of MGM customer relations, conducted the last in the company's popular series of Ticket Selling Workshops early this week in San Francisco. Taking up the exploitation cudgel is MPE's new SHOWMANSHIP SWEEPSTAKES, to debut on July 6.

Distribs To Aid Small Exhibitors

(page 7)

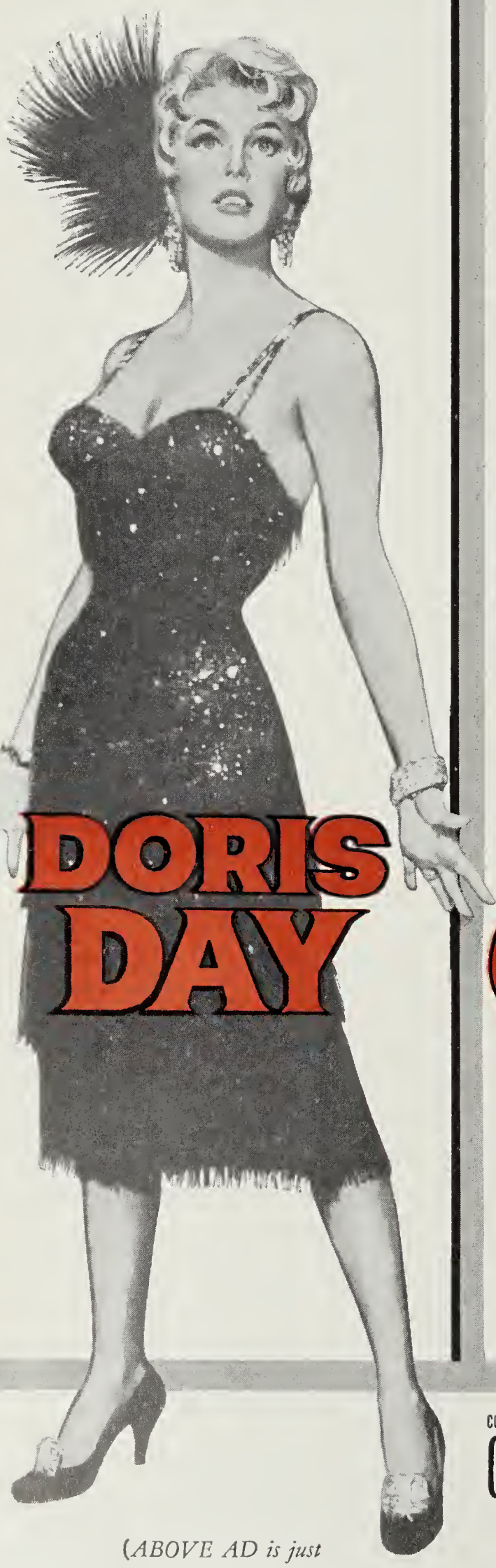
"Mrs. Looram's Ladies . . . ."

(editorial)

AND FEATURING: PHYSICAL THEATRE

The GIRL...

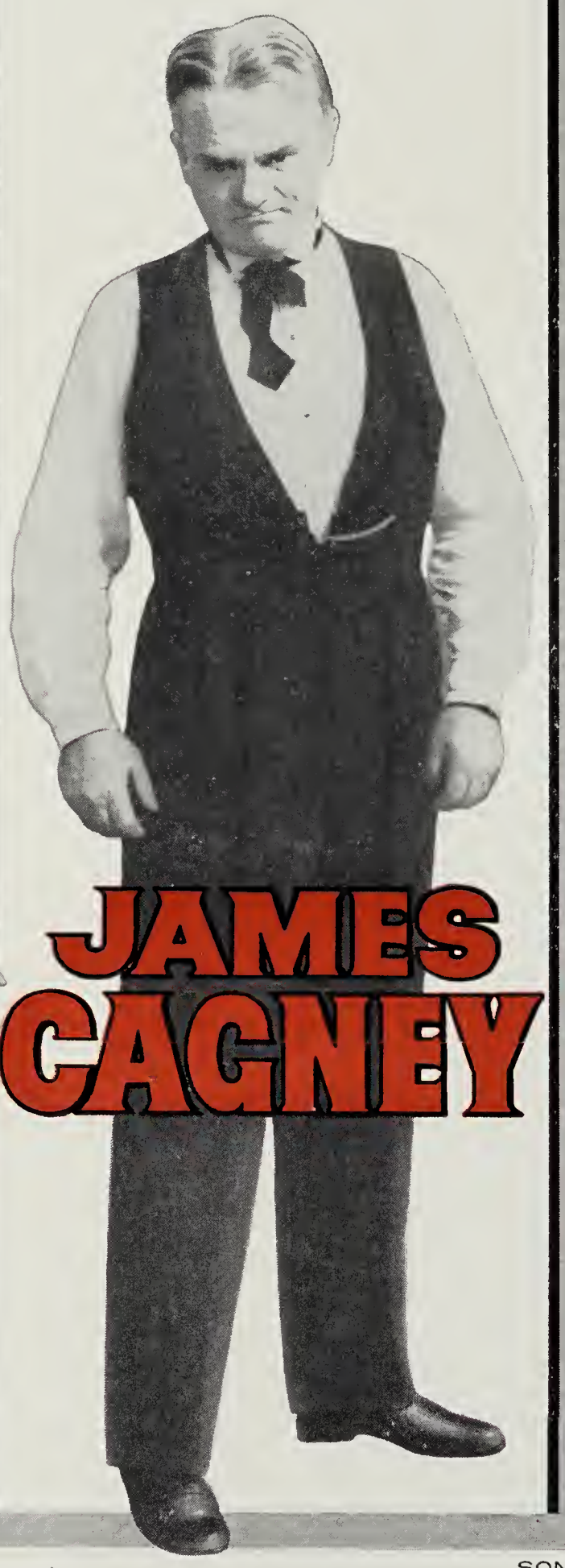
Young, Lovely, Ambitious
To Get To The Top!



DORIS DAY

The GIMP...

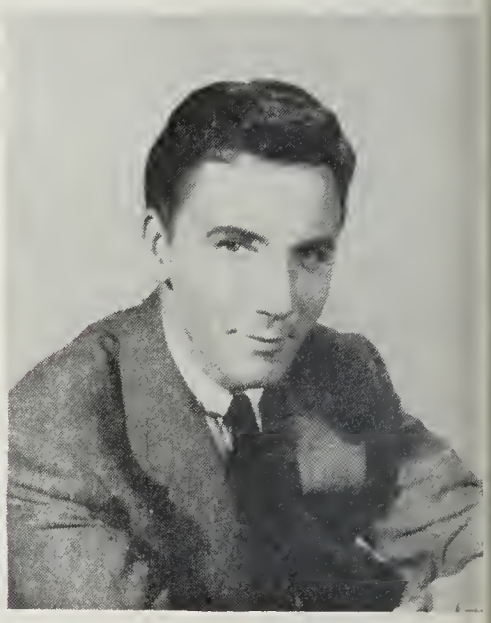
Who Knew How To
Get Her There!



JAMES CAGNEY

The Guy...

Who Had Nothing To Offe
But Love...!



M-G-M PRESENTS

The most talked-about pictr
in years. Acclaimed by
critics for its story and actig
Hailed as a candidate for
Academy Award!

"Love M
Or
Leave M

IN
CINEMASCOP
AND IN
COLOR

SONG HITS AVAILABLE IN COLUMBIA RECORDS

co-starring
CAMERON MITCHELL · with ROBERT KEITH · TOM TULLY · Screen Play by DANIEL FUCHS and ISOBEL

Story by DANIEL FUCHS • Photographed in EASTMAN COLOR • Directed by CHARLES VIDOR • Produced by JOE PASTERNAK

An M-G-M Picture

(ABOVE AD is just part of the hard-hitting newspaper campaign.)

BUSINESS IS GREAT!

CINCINNATI — Held Over!
First 6 days neck and neck with sensational "Blackboard Jungle"!

CLEVELAND — Held Over!
Equals "Blackboard Jungle's" happy grosses!

MINNEAPOLIS — Held Over!
Tops all M-G-M pictures for past 9 months!

MEMPHIS — 3rd Week!

ST. LOUIS — 2nd Week!

NEW YORK — Music Hall in 1st week set new single weekday record; also new Sunday record; also new Memorial Day week-end record. 2nd week's gross close to 1st, and 3rd week topping second at press-time.

NEW ORLEANS — First 3 days beats "Blackboard Jungle"!

HOUSTON — First 3 days biggest M-G-M gross in past year!

PITTSBURGH — First 3 days second only to "Blackboard Jungle" in recent years!

SAN FRANCISCO — First 3 days biggest in years tops "Blackboard Jungle"!

MORE! MORE! MORE! — Poughkeepsie, Boston (*2 theatres*), New Orleans, Ft. Worth, Kansas City and more openings every day are terrific!

★

GROWING! GROWING! DAY BY DAY!

Acclaimed by Redbook, Coronet, Look, Cosmopolitan, Time, Newsweek and Winchell's broadcast rave! SEE LIFE SPREAD CURRENT ISSUE!

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Twinkle,
twinkle,
lovely star . . .
How to keep you lovely as you are—always—in every print!
That's a problem which involves the entire industry—begins with sets and make-up . . . follows with film-selection and camera work . . . ends only in the laboratory with precision processing and printing of both original answer prints and final releases.
To aid the industry in its pursuit of perfection, Kodak maintains the Eastman Technical Service for Motion Picture Film at strategic centers. Inquiries invited.
Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.
East Coast Division
342 Madison Avenue
New York 17, N. Y.
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

JUNE 22, 1955
VOLUME 54 NUMBER 8

MRS. LOORAM'S LADIES AND OTHER REVIEWING GROUPS

In our recent editorial, offering several suggestions for a more effective and a more realistic Legion of Decency administration, we seem to have surprised a dozen or more editors of Catholic newspapers and magazines by our reference to the fluctuating number and itinerant changing nature of the ladies of the Legion's reviewing committee. With all good will toward the objectives of the Legion, and with the honest belief that Catholic newspapermen in particular would be familiar with the machinery and methods that have been applied to Legion "classifications" during the past 20 years, we referred to "Mrs. Looram's ladies" as a group of unskilled and untrained amateur "critics" who could not be relied upon to separate technical details from personal entertainment preferences, and who would vary in number "from 3 to 73" dependent completely on the importance of the picture and the advance publicity and advertising it had received.

We might have elaborated on this theme by pointing out the years of closely checked training to which the average critic or reviewer is subjected by any good trade paper; and that here at Motion Picture Exhibitor we have been known to have men attend screenings and write reviews for as many as three years before they were considered qualified and actually had their reviews published. And we might have added that no regular censor board or professional reviewing committee that we ever heard of has been composed of more than three or five experts. But we were sure that fellow journeymen, in the even more technical field of religion, would know that.

Apparently they did not! Apparently, from requests for verification and from the comments we have received, many of these skilled newspapermen, of both clergy and laity, were genuinely surprised that "classifications" affecting the moral obligations and the consciences of more than 30,000,000 American Catholics, are judged and arrived at, not by Bishops, or by priests, or even by experienced laymen, but only, as one remarked, "by a bunch of women."

Of course, here in the motion picture business there has always been a lack of thinking in relation to group screenings, passes, and sneak previews to outsiders—and an even greater lack of judgment.

You don't catch General Motors or any other automobile company giving away Cadillacs. And you don't catch the butcher giving away steaks, the hotel giving away rooms, or Mr. Tiffany giving away diamonds. But, with only one product to sell, two hours of entertainment and relaxation, the motion picture industry thinks nothing of giving it away lavishly to every group of critics, however badly qualified, to charitable groups, to clubs, to local politicians, and to anyone and everyone who even resembles the organized public. Smart ladies, with no kids to meet after school, and with mink jackets and time on their hands, have been known to organize into "the motion picture reviewing committee" for this or that ladies club group, and to annually enjoy special weekly screenings in film distribution centers, at great monetary expense to the industry. The same and other smart ladies, with equally ephemeral "club" connections, command season passes to theatres and special invitations to every sneak preview or special opening. And we even know of a particularly important current feature that played free one Sunday night in a golf club, to a jammed audience of members and guests who had no relationship to this industry, because the golf club was "nice enough" to let a handful of local radio and TV people share their facilities "on the cuff."

Yes, we can get pretty silly in this business!

And that is why it obviously shocks the Catholic newspapermen, even more than it shocks our own industry executives, that for more than 20 years the motion picture industry has been submitting its products to private screenings, completely at its own expense, with full knowledge that the ladies present were not qualified critics, but were there for the one purpose of criticising; that, to the best of our knowledge, no explanation has ever been asked as to why their number doesn't remain the same through big and little pictures; and that, to the best of our knowledge, the people present have never been required to identify their official connection to justify their presence, or to record their attendance in any way.

We submit, gentlemen, that if "Mrs. Looram's ladies," or any other "reviewing committees" of ladies, were going to spend eight critical hours in a Statler Hotel, instead of two critical hours in a theatre or screening room, the hotel would both know who they were and make them pay for the privilege.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Alfred W. Schwalberg, former Paramount executive, forms a new firm to handle select features (page 8).

Deaths

Judge John Knight, who presided at the drawn-out Schine contempt trial in Buffalo, dies, throwing the future of the incomplete case into chaos (page 21).

Distribution

Paramount's George Weltner and Columbia's Abe Montague meet with joint Allied-TOA committee and reach agreement on certain key issues (page 7).

MGM winds up its Workshop sessions in San Francisco (page 8).

20th-Fox executives and representatives from all branches attend home office sales meetings (page 8).

Exhibition

Maryland and District of Columbia exhibitors drop plans to fight new sales tax (page 7).

AB-PT forms a subsidiary company to enter the record business (page 8).

MPE SHOWMANSHIP SWEEPSTAKES judges' panel reads like "who's who" in exhibition (page 26).

International

A special J. Arthur Rank sales force is formed in Canada to handle all Republic product; George Ganetakos, veteran Canadian exhibitor, dies; benefit shows aid Variety Club (page 24).

20th-Fox seeks theatres in South Africa circuit (page 24).

Legal

Kansas Supreme Court hears arguments on the bill repealing state censorship (page 8).

Legislative

A Senate committee investigating juvenile deliquency hears three MPAA executives discuss film production and ad codes (page 7).

Mel Konecoff

Jerry Lewis entertains the press at Catskill Mountain opening of Paramount's "You're Never Too Young," but dodges the 64 dollar question; New York industryites flock to golf and gin rummy tournament of Cinema Lodge; and metropolitan miscellany is examined (pages 6 and 21).

Organizations

Virginia exhibitors association supports industry peace efforts while graphically warning of exhibition's plight (page 21).

Pat McGee says COMPO may seek additional tax relief (page 25).

Production

Stories set for filming set for testing over TV during the summer with new talent (page 21).

Screen Directors Guild votes support of Production Code Administration (page 24).

Jacques Flaud, director, Centre National de la Cinematographie of France, was recently entertained at a luncheon at the Harvard Club, New York, by Eric Johnston, president, Motion Picture Export Association, with heads of the international departments of the Association's member companies present. From left to right are Flaud, Nicholas M. Schenck, president, Loew's, Inc.; Johnston; and Barney Balaban, president, Para.

NEW YORK
By Mel Konecoff

ACTION IN THE CATSKILLS: Buses and cars loaded with over a hundred newspapermen, magazine writers, radio and television personalities recently converged on the small town of Loch Sheldrake, N. Y., in the Catskill Mountains, and to pinpoint it even further, at Brown's Hotel for a three-day press preview celebration of Paramount's Martin and Lewis comedy, "You're Never Too Young." Most were a little startled to find Jerry Lewis outfitted as a bellhop waiting at the lobby entrance to carry bags, assist old ladies of whom there were none, and generally cut-up in a nice way.

KONECOFF

That night, after a wonderful dinner, there was a show in the playhouse which included Alan King, a very funny comedian who had his audience in stitches, the Billy Williams Quartet, and an act with live mannequins the name of which escapes us. More festivities at the neighboring Brown Derby, which is also devoted to entertaining guests of the establishment, followed.

The next day our schedule called for all kinds of games and outdoor competitions but rain washed these plans out, and instead many indulged in a variety of indoor sports. At this point we must admit we won an empty address book at bingo. Anybody got any good addresses? Towards evening, hosts Charles and Lillian Brown had a wingding of a cocktail reception. At this point, perhaps, we should explain that it was at Brown's that Jerry Lewis got his start as a professional entertainer years ago after first starting as a bus boy, and he has never forgotten the Browns, guesting with them as often as possible.

A fine dinner was followed by the dedication of the Martin and Lewis Playhouse where the premiere of the film was presented, and despite the murderous hardwood seats, it came off as one of the best pictures the team has made to date with many funny scenes and situations. Jerry Lewis was the actual star of the film and carried it marvelously.

What followed will probably be remembered for quite some time by the many press people who gathered in the Brown Derby for a special party which was emceed by Lewis. When the actual entertaining was over and done with, Lewis thanked all for their presence.

He was deeply touched at the reaction of press representatives to the reported split between Dean Martin and himself, for it was as if by pre-arrangement that not one reporter pried into his feelings or reactions, and he was grateful. He couldn't

(*Continued on page* 21)

BROADWAY GROSSES

(As of this Monday)

Boxoffice Slump Continues

NEW YORK—With the exception of the Radio City Music Hall, Loew's State, and the Victoria, business in the Broadway first-runs continued to slip over the weekend. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**The Sea Chase**" (Warners). Paramount expected the second week to hit $32,000.

"**Soldier Of Fortune**" (20th-Fox). Roxy claimed $12,500 for Friday through Sunday, with the last six days of the fourth and last week dropping to $20,000.

"**Love Me Or Leave Me**" (MGM). Radio City Music Hall, with stage show, reported $991,000 for Thursday through Sunday, with the fourth week a satisfactory $145,000.

"**5 Against The House**" (Columbia). Criterion dropped to $7,100 for the last three days of the second and last week.

"**Davy Crockett, King Of The Wild Frontier**" (Disney-Buena Vista). Globe claimed this would reach $15,000 on the fourth week.

"**The Purple Mask**" (U-I). Mayfair hoped for $11,000 on the opening week.

"**This Island Earth**" (U-I). Victoria anticipated $25,000 for the second week.

"**The Magnificent Matador**" (20th-Fox). Astor slipped to $7,500 on the fourth week.

"**The Prodigal**" (MGM). Capitol was down to $11,000 on the sixth week.

"**The Seven Year Itch**" (20th-Fox). Loew's State saw only a slight letdown, with $62,000 in sight for the third session.

RKO Draws Interest

NEW YORK—The operations of RKO Pictures Corporation for the three months ended March 31, 1955, resulted in a net profit of $47,737. Since March 31, 1954, when the corporation sold, with the approval of stockholders, all its assets, its holdings have consisted solely of cash, substantially all of which is on time deposits with banks. The net profit represents the interest income on such time deposits less corporate expenses.

Prospects Brighten For Small Exhibitors

Paramount's Weltner Promises To Explore Possible Solutions To Theatremen's Complaints; Other Meetings Postponed

NEW YORK—In its efforts to secure relief from the high film rentals imposed by distributors, exhibition made some progress last week when representatives of the joint National Allied-Theatre Owners of America committee received a promise from George Weltner, Paramount worldwide sales head, that a friendly exploration of "possible solutions" to theatremen's complaints would be initiated by him in an "earnest and sincere manner" when he returns from a business trip to Europe scheduled for next month.

The statement, released following a four-hour conference at the Paramount home office, at which Robert J. Rubin, Paramount Film Distributing Corporation vice-president, was also present, was mutually agreed upon by the exhibitors and Weltner, and pledged particular attention to the plight of the theatre grossing less than $1000 a week. Like the meeting recently with 20th-Fox executives, last week's talks hold out hope for more liberal sales terms to smaller situations.

The exhibition group, headed by Rube Shor, president, National Allied, and E. D. Martin, president, TOA, included Ben Marcus, Wilbur Snaper, and Irving Dollinger, Allied, and Walter Reade, Jr., George Kerasotes, and Richard Kennedy, TOA.

Additional meetings were scheduled later in the week with Abe Montague, vice-president and sales manager, Columbia; Herbert Greenblatt, RKO domestic sales head; and Charles Reagan, general sales manager, MGM. Meetings with Milton Rackmil, U-I president, and Charles Feldman, U-I sales manager, and with Warners' executives Major Albert Warner and Ben Kalmenson were postponed for a fortnight because of the unavailability of the distribution officers.

Columbia In Agreement On Certain Key Issues

Later in the week, the joint committee met with Abe Montague, Columbia sales chief; Herbert Greenblatt, RKO domestic sales head; and with MGM general sales manager Charles M. Reagan. A statement issued by the Columbia executive following the conversations announced that "complete agreement" on certain key controversial issues was reached, including national sales policy, continuity of product sales to small situations on an equitable flat rental basis, and the development of new talent. It was also disclosed that Montague could not be persuaded to change his stand against the arbitration of film rentals, and that he urged the National Allied representatives to reconsider their position on that issue. On the subject of prints, Montague explained the economic problems involved, invited the expression of the committee's advice, and ended by praising the exhibitors for their forthright approach and sincerity.

Greenblatt termed the talks at RKO "very, very friendly," saying that nothing was demanded by the theatre spokesmen, and that nothing was promised them. The general atmosphere of the meeting was reported to be that the exhibitors felt they had been fairly treated by RKO. Also present were Edward Walton, RKO executive vice-president, and world wide sales manager Walter Branson. After the meeting with Reagan at Loew's offices, no statement was made by either side. According to Martin, comments will be forthcoming at a later date.

Maryland And D.C. Exhibs Drop Plans To Fight Tax

WASHINGTON—Plans have been dropped by Maryland and District of Columbia exhibitors to fight in court the two per cent state sales tax on film rentals recently included in a new law rushed through in the last hours of the Maryland legislature's 1955 session. Instead, efforts will be concentrated on trying to persuade the legislature to exempt film rentals next year and, in the meantime, the tax will be paid. According to A. Julian Brylawsky, president, Theatre Owners of Metropolitan Washington, attorneys for his group and the Motion Picture Theatre Owners of Maryland determined, in talks with state officials, that the law without question covered film rentals, in spite of its "broad" language and the earlier impression that the inclusion was accidental. Counsel also discovered that court action for an injunction could not possibly come up before next spring.

Phillips Upped By Paramount

NEW YORK—Louis Phillips, who recently became Paramount general counsel succeeding the late Austin C. Keough, was elected a vice-president of that company at a directors meeting last fortnight. All incumbent officers were returned to office, Barney Balaban, president; Stanton Griffis, chairman, executive committee; Y. Frank Freeman and Paul Raibourn, vice-presidents; James H. Richardson, treasurer; Louis A. Nevins, secretary; and Russel Holman, Jacob H. Karp, and Arthur Israel, Jr., assistant secretaries. Adolph Zukor remains as chairman of the board.

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MPAA Trio Defends Production, Ad Codes

HOLLYWOOD—A Senate Judiciary subcommittee investigating juvenile delinquency, headed by Senator Kefauver (D., Tenn.), last week held hearings on the adequacy of the film industry's advertising and production codes to probe the effect of motion pictures on juvenile behavior. Called to testify were Motion Picture Association of America executives Roger Albright, educational services director; Geoffrey Shurlock, production code administrator; and Gordon S. White, advertising code director.

In defending the protection and effectiveness of the MPA educational department, Albright pointed out to the committee the many and varied services offered the general public at the personal expense of MPA members, describing the self-enforced codes as conforming to acceptable moral and social standards in a way no other form of public communication can claim to match. He noted that films are classified by numerous outside groups who are provided with prints in advance of release dates after they have been approved by the industry, and that a special branch is maintained to serve the many requirements of educational groups of every kind, indicative of the affirmative, positive, and cultural value of the vast majority of industry product.

Albright took the position that changing times are met by a change of criteria, most of which the film makers have strongly resisted, in spite of complaints from critics to the effect that the resulting entertainment is immature and insincere because undesirable material treated by other mass media is ignored.

Shurlock reiterated the significance of the self-imposed system of self-regulation, which he asserted has made positive and constructive contributions to society by assuring high moral standards and decency in film entertainment. He asserted that under the present system the American industry has achieved high artistic and dramatic stature applauded the world over, and has become the most popular form of family entertainment there is. Shurlock emphasized that the code is practically applied through his offices, beginning with supervision during production to enforcement before the public sees the film. From the advertising side of the question, White pointed out that his department enforces the accepted trend of other national advertising, maintaining that the industry's promotional methods have been instrumental in raising the motion picture to its eminence today.

Publicists Favor IATSE

HOLLYWOOD—The Screen Publicists Guild, at a meeting held last week, voted by a landslide majority of 170 to 8 to affiliate with IATSE, it was announced by Nat James, president. The action climaxed three months' study and investigation of possible affiliations by a 12-man committee headed by Frank Riser.

San Francisco Session Winds Up MGM Workshops, Seen By 7,000

San Francisco—Four theatre representatives of important major and independent circuits were panelists at the 24th and final MGM Ticket Selling Workshop held earlier this week at the Hotel St. Francis.

Mike Simons, director of customer relations for the company, said there were 104 exhibitors in attendance from the Denver and New Mexico territory at the Santa Fe meeting, which was followed by the next to last session at the Olympic Hotel, Seattle.

On the San Francisco panel to wind up the series which started last October, were Andrew J. Sullivan, city manager, Dixie Drive-In Theatres, Savannah, Ga.; Lou Brown, advertising, publicity, and exploitation director, Loew Poli New England Theatres, New Haven; Seymour Morris, head of advertising, publicity, and exploitation, Schine Circuit, Gloversville, N. Y.; and Conrad Brady, publicity director, Interstate Circuit, Houston, Tex.

Assisting Simons, who has conducted all the sessions, was Emery Austin, exploitation head, MGM, who has attended all but four of the Workshops and explained in detail the company's 33 promotion aids.

More than 7,000 exhibitors from key cities and small towns all over the country attended the sessions which are credited for much of the current resurge of showmanship on the part of exhibition.

Court Mulls Censor Repeal

Topeka, Kans.—The Kansas Supreme Court heard oral arguments last fortnight on the controversial bill repealing film censorship. Counsel for the attorney general contended that the bill, passed by the legislature after scrutiny by the Senate and the House judiciary committees, was unconstitutional because it contains more than one subject. Counsel for the secretary of state, who is required to enter the bill in the statute book before it becomes law, argued that censorship repeal was the only item actually contained in the bill, and that a section relating to motor vehicle regulation is surplusage, since action has already been taken on that subject. According to a court spokesman, a decision in the case will be handed down early in July.

Dubbing Firm Formed

New York—The formation of Film-Sync, Inc., an organization that will specialize in the dubbing of foreign films, was announced last week by Jack Curtis, president of the new company. The first picture to be dubbed by the firm, Curtis revealed, will be the prize-winning French import, "Wages Of Fear," which DCA is releasing.

Vice-president of Film-Sync is Terry Van Tell a veteran of the dubbing industry sometimes known as "the voice of Gina Lollobrigida," one of the many foreign film stars she has spoken for in more than 30 pictures. Also associated with the organization is Al Weintraub, owner, Bell Sound Studios, where all dubbing will be done.

Schwalberg Firm To Handle Select Boxoffice Properties

NEW YORK—Alfred W. Schwalberg has announced the formation of his new company, Artists-Producers Associates, Inc., which will handle highly select boxoffice properties. Offices are now being set up in the Squibb Building, 745 Fifth Avenue.

Schwalberg, a top figure in the industry for many years, resigned as president, Paramount Film Distributing Corporation, last April to set up his own company.

The first two releases to be handled by Artists-Producers Associates are "Summertime," Lopert Productions, and "The Night Of The Hunter," a Gregory-Laughton production, both UA releases.

AB-PT Subsidiary Set To Enter Record Field

New York—American Broadcasting-Paramount Theatres, Inc., last week announced its entry via a newly organized subsidiary into the field of phonograph records. It will record, manufacture, and distribute recordings of all three speeds. The corporate name of the new company is yet undetermined and the product remain unlabeled.

Sam Clark, until recently general manager and vice-president, Cadence Records, which he helped establish with Archie Bleyer in 1952, has been appointed president of the new company by the board of the parent organization, according to a statement issued by Leonard H. Goldenson, AB-PT president.

The entry into the record industry has for months been anticipated by the trade and in financial circles. It marks another step of AB-PT into the fields of entertainment and electronics. AB-PT also owns 35 per cent of the giant new amusement park, Disneyland, at Anaheim, Cal., which is scheduled to open to the public on July 17. Microwave, Inc., developer and manufacturer of electronic equipment and tubes, is also partially owned by AB-PT.

Clark said, "The new record company will seek, at once, to enlist under its label the very finest of artists and other talents available. We want a roster of the best possible people in the entertainment business. We will, of course, also seek to develop our own stars in all categories—popular, classical, country, western, and jazz. It is anticipated that we will not enter the market in strength until about the first of the year but we expect to be in business in several months in the children's and package-goods fields."

Kohn Exits Selected

New York—The resignation of Howard E. Kohn II, national director of advertising and publicity, Selected Pictures Corporation, was announced last week by George J. Schaefer. Kohn leaves to engage in independent film production with Robert St. Aubrey.

20th-Fox Execs Attend National Sales Meeting

New York—20th-Fox president Spyros P. Skouras was scheduled to arrive in New York last week in time to address the opening session of the company's two-day national sales convention at the home office, under the chairmanship of William C. Gehring, executive assistant general sales manager, who called the conference.

The overall agenda was charted in Hollywood last fortnight by Skouras, Gehring, production head Darryl Zanuck, and distribution director Al Lichtman. Home office sales, advertising, publicity, and exploitation executives, together with field distribution leaders, division managers and their assistants, and branch managers from 39 domestic and Canadian exchanges were expected to discuss marketing flexibility and promotional policy to meet the requirements of exhibitors on the local level, large and small. The talks were slated to cover current industry problems concerning product, and greater stress on showmanship was to be applied to the elaborate promotion plans for a six month lineup of 13 top-budgeted releases between June and December. Assisting Gehring to conduct the meeting were to be Arthur Silverstone, assistant general sales manager; Alex Harrison, western sales manager; and Glen Norris, eastern sales manager. The presiding executives also were to seek the development of improved methods for the expediting of prints, better CinemaScope programming, including the utilization of trailers in that process, and the servicing of drive-ins and small town accounts.

Home office executives to be present at the conclave included vice-president Charles Einfeld; Lem Jones, short subjects sales manager; Clarence A. Hill, manager of branch operations; Jack Bloom, assistant to eastern sales manager and major circuits contract; Frank X. Carroll, sales analyst; David Ornstein executive assistant to western sales manager; Roger Ferri, editor, Dynamo; Sam Fishman, contract department manager; Harry Mersay, print department manager; Larry Ayers, assistant to Gehring; Eugene McEvoy, assistant to eastern sales manager; and Ted Shaw, assistant to western sales manager.

To assist Einfeld in presenting promotional plans for new product were Rodney Bush, exploitation manager; Edward Sullivan, publicity manager; Abe Goodman, advertising manager; and Martin Michel, TV and radio director.

From 20th-Fox's International Corporation, Murray Silverstone, president; Emanuel Silverstone, vice-president; and Leslie F. Whelan, advertising and publicity director, were expected to attend.

AA Names Mirisch

Hollywood—Allied Artists president Steve Broidy announced last fortnight that Marvin Mirisch, who joined AA a year ago, has been elected assistant secretary. Broidy also revealed that all 10 present board members have been selected by management for reelection by stockholders at the annual meeting in November.

the $weet 16

from 20th FOR THE NEXT SIX MONTHS!

please turn . . .

From coast to coast
the nation's happiness hit!

A Man Called Peter

COLOR by DE LUXE

CINEMASCOPE

starring RICHARD TODD · JEAN PETERS

Produced by SAMUEL G. ENGEL · Directed by HENRY KOSTER · Screen Play by ELEANORE GRIFFIN

From the book by CATHERINE MARSHALL

"Suspenseful! Convincing!"
—Showmen's Trade Review

Angela

starring

DENNIS O'KEEFE · MARA LANE

co-starring ROSSANO BRAZZI

Produced by STEVEN PALLOS Directed by DENNIS O'KEEFE

Screen play by JONATHAN RIX and EDOARDO ANTON

A Patria Pictures Corporation Presentation

20th delivers

"The best thing of its kind
Hollywood has offered in 1955!"
—Time Magazine

VIOLENT SATURDAY

COLOR by DE LUXE

CINEMASCOPE

starring VICTOR MATURE · RICHARD EGAN
STEPHEN McNALLY
ERNEST ("Marty") BORGNINE

Produced by BUDDY ADLER · Directed by RICHARD FLEISCHER · Screen Play by SYDNEY BOEHM

The
"SOMETHING'S
GOTTA GIVE"
Musical!

Daddy Long Legs

COLOR by DE LUXE

CINEMASCOPE

starring

RED ASTAIRE · LESLIE CARON

co-starring

ERY MOORE · THELMA RITTER · FRED CLARK

with RAY ANTHONY and his Orchestra

ed SAMUEL G. ENGEL Directed by JEAN NEGULESCO

Screen Play by PHOEBE and HENRY EPHRON

oduct when you need it most!

The top best-seller filmed on the hot-spot in Hong Kong!

CLARK GABL
SUSAN HAYWARD
SOLDIER OF FORT

From the Novel by Ernest K. Gann

CINEMASCOPE

COLOR by DE LUXE

also starring

MICHAEL RENNIE • GENE BARRY

with ALEX D'ARCY • TOM TULLY

ANNA STEN • RUSSELL COLLINS

Produced by BUDDY ADLER

Directed by EDWARD DMYTRYK

Screen Play by ERNEST K. GANN

The picture that shocked a nation!

OLIVIA de HAVILLAND • GILBERT ROLAND in

That LADY

Print by TECHNICOLOR

CINEMASCOPE

introducing PAUL SCOFIELD

co-starring FRANCOISE ROSAY • DENNIS PRICE

Produced by SY BARTLETT Directed by TERENCE YOUNG

Screen Play by ANTHONY VEILLER and SY BARTLETT

An Atalanta Production

From 20th–the company that does busine

The picture that wowed
'em at the Normandie,
New York's House of Hits!

"The Adventures of Sadie"

A Desert Island Comedy in Color starring

KENNETH MORE • JOAN COLLINS

Comedy hit of "Genevieve" and "Doctor in the House"!

Keep your eye on this great new star!

GEORGE COLE • ROBERTSON HARE

Guest Star HERMIONE GINGOLD

Adapted for the Screen and Directed by NOEL LANGLEY

A LANGLEY-MINTER PRODUCTION

From the Producer of
w to Marry a Millionaire"!

ETTY SHEREE ROBERT
FABLE • NORTH • CUMMINGS

CHARLES TOMMY
COBURN • NOONAN

ow to Be Very, Very Popular"

COLOR by DE LUXE

CINEMASCOPE

Produced, Directed and Screen Play by
NUNNALLY JOHNSON

KEEP YOUR EYE ON
SHEREE NORTH!
WOW!

way you like to do business!

The 3 year Broadway sensation
is now on the screen!

CHARLES K. FELDMAN
Group Productions presents

the seven year itch

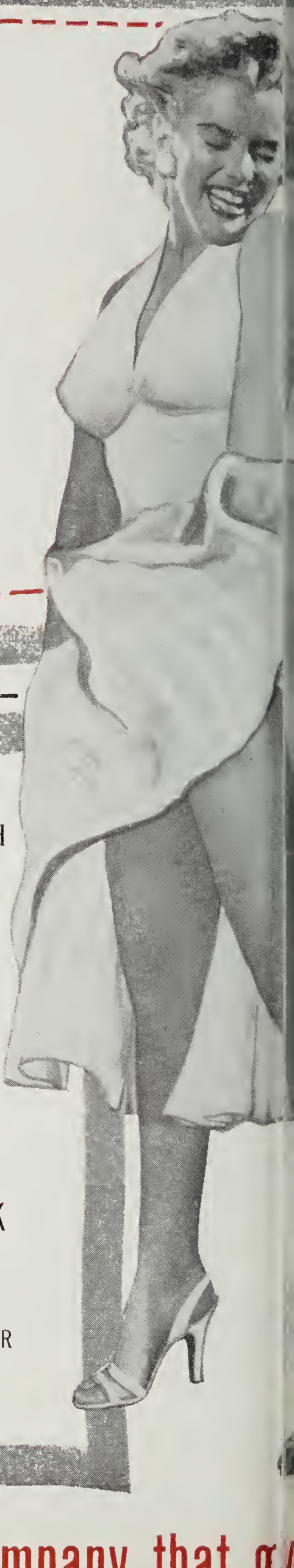
COLOR by DE LUXE

CINEMASCOPE

Directed by BILLY WILDER starring

MARILYN MONROE · TOM EWELL

Screen Play by BILLY WILDER and GEORGE AXELROD
Based upon an original Play "The Seven Year Itch" by George Axelrod
As presented on the Stage by Courtney Burr and Elliott Nugent



When the American MPCI used
a Kimono Girl to crack down
on the Tokyo underworld!

house of bamboo

COLOR by DE LUXE

CINEMASCOPE

starring

ROBERT RYAN · ROBERT STACK
SHIRLEY YAMAGUCHI
CAMERON MITCHELL

Produced by BUDDY ADLER · Written by HARRY KLEINER
Directed and Additional Dialogue by SAMUEL FULLER

From 20th – the company that g

Sensation at the
long-run Astor, N.Y.!

EDWARD L. ALPERSON presents

THE Magnificent Matador

COLOR by PATHE

CINEMASCOPE

starring

MAUREEN O'HARA · ANTHONY QUINN

Directed and Story by BUDD BOETTICHER · Screen play by CHARLES LANG

Co-producer CARROLL CASE

The daring best seller
becomes 1955's most
challenging drama!

HUMPHREY BOGART
GENE TIERNEY
in

THE LEFT HAND OF GOD

COLOR by DE LUXE

CINEMASCOPE

also starring LEE J. COBB

Produced by BUDDY ADLER · Directed by EDWARD DMYTRYK

Screen Play by ALFRED HAYES

u the longest playing time...all the time!

The best-selling love story of
year with the cast of the yea

WILLIAM HOLDEN • JENNIFER J

in

Love is a Mar
Splendored
Thing

COLOR by DE LUXE

CINEMASCOPE

Produced by BUDDY ADLER · Directed by HENRY KING · Screen Play JOHN PATR

She was the Virgin Queen
of a lusty Age!
He was the greatest
adventurer of any age!

BETTE DAVIS · RICHARD TODD · JOAN COLLINS

The Virgin Queen

COLOR by DE LUXE

CINEMASCOPE

co-starring JAY ROBINSON
HERBERT MARSHALL • DAN O'HERLIHY

Produced by CHARLES BRACKETT · Directed by HENRY KOSTER

Written by HARRY BROWN and MINDRET LORD

From 20t

Exploitation natural!
"A sleeper!"—*M. P. Daily*

PANORAMIC PRODUCTIONS presents

A LIFE IN THE BALANCE

starring RICARDO MONTALBAN
co-starring Anne Bancroft · Lee Marvin
Produced by LEONARD GOLDSTEIN · Directed by HARRY HORNIER
Screen Play by ROBERT PRESNELL, Jr. and LEO TOWNSEND

The year's hottest boxoffice combination!

.ARK GABLE · JANE RUSSELL
ROBERT RYAN

THE TALL MEN

co-starring Cameron Mitchell
COLOR by DE LUXE
CINEMASCOPE
Produced by
LLIAM A. BACHER and WILLIAM B. HAWKS
Directed by RAOUL WALSH
Screenplay by
SYDNEY BOEHM and FRANK NUGENT

company that backs you all the time!

... and the next $weet

16 coming up!

selected from the most imposing roster of best-selling properties ever assembled by any single company!

FLASH! . . . and here are 6 just purchased to start still another Sweet 16!

"ISLAND IN THE SUN" • "DO RE MI"
"THE REVOLT OF MAMIE STOVER" • "SOLO"
"BOY ON A DOLPHIN" • "YOUR DAUGHTER IRIS"

"It's a pleasu
do business
20

Exhibs Find "Mister Roberts" See-Worthy

Nationwide screenings for the trade in theatres in each exchange center draw huge crowds and prove the transition from stage to screen is a real film triumph.

IN each exchange center across the country, Warners extended invitations recently for special and unusual screenings for the trade of their forthcoming release, "Mister Roberts," taking over the facilities of a local theatre in each city to accommodate a total national turnout, according to estimates, of more than 18,000 interested and excited industryites.

The new production, starring Henry Fonda, James Cagney, and William Powell, together with talented newcomer Jack Lemmon, is based on the fabulously successful Broadway stage comedy of the same name, and was directed by John Ford and Mervyn LeRoy in WarnerColor and CinemaScope, from a script by the play's author, Joshua Logan, in association with Frank Nugent.

A decision to hold the nationwide theatre showings, which were all offered the same day, was reached as the result of sneak previews on the east and west coasts. The tremendous reception accorded the film by the first viewers was many times duplicated and increased by the spontaneous laughter and applause sparking the trade screenings. Following the various presentations, the reactions of exhibitors present at several of the showings were tape-recorded in special interviews, and the new Pocket Book edition of "Mister Roberts," in its original, pre-Broadway novel form, was distributed to all guests. An analysis of opinions expressed points to an almost unanimous conviction of the high boxoffice potential of the film about life on a Navy supply ship in the South Pacific during World War II.

The noteworthy occasion also afforded Warners an opportunity to show an interesting trailer on their new "Land Of The Pharaohs," another forthcoming release in CinemaScope which was filmed in Egypt and Italy.

"Mister Roberts" has received already extremely gratifying publicity in response to the special showings, which were covered by press, radio, and television personalities in each city. But having sold the trade, it remains for the hard-working Warners publicity staff, under the direction of Mort Blumenstock, to bring the film to the attention of the public at large through newspaper, magazine, radio, and television breaks, and similar media. One fortunate spot was the highly popular Ed Sullivan show, "Toast Of The Town," which devoted its entire program time to promotion of "Mr. Roberts," introducing personalities connected with the picture, and showing film clips from the production to millions of television viewers across the country.

Heralded as one of the top screen comedies of all time by thousands of happy previewers, it appears that Warners will add one more highly remunerative success to its long history of film making with the release of "Mister Roberts." Certainly, the in-the-theatre industry screenings were exceptionally welcome, eagerly accepted, and warmly received by all who attended them.

Atlanta

Meeting in the Rhodes are Frederick J. Storey, Storey Theatres, Warners branch manager C. T. Jordan, Tom Jones, Storey Theatres, and W. O. Williamson, Jr., southeast district manager, in the usual left to right order.

Boston

Leading exhibitors Robert, Harry, Mort, Carl, and Fisher Zeitz stand in the lobby of the Fenway with Warners branch manager Bill Kumins, second from right, admiring promotional material for "Mister Roberts."

Cleveland

ABOVE: Branch manager William Twig, center, poses at the Colony with SW booker and buyer Joe Weinstein; Irv Solomon, manager, Ohio, Canton; Howard Higley, manager, Allen, and SW district manager Dick Wright. LEFT: At the Majestic, Ed Williams, district manager, talks with branch manager H. C. Vogelpohl; R. J. O'Donnell, Interstate head, and Raymond Willie, Interstate general manager. RIGHT: Branch manager Herb Blass welcomes, in the Des Moines, Gary Sandler, Sandler Circuit; Don Blexham, Iowa United Theatres; Nathan Sandler, Co-Ed, and Dwight Hanson, Golden Buckle.

Dallas

Des Moines

Detroit

At the trade screening in the Fisher, Carl Buernek, general manager, General Theatre Service, and Jack Hayes, United Detroit Theatres, smile over the box office potential of "Mister Roberts" with branch manager Joe Barninghaus.

More Than 18,000 Persons Applaud Comedy Hit In Industry Showings

Indianapolis

Bob Jones, buyer, Affiliated Theatres; Dale McFarland, Greater Indianapolis Amusement Company; Lon Hyatt, branch manager; Vic Sicilia, Muncie, Ind.; Rex Carr, Y and W buyer, and Harry Van Ney, Middletown, Ind., are photographed in the Fountain Square.

Kansas City

Among those at the Brookside were Bill Bradfield, Carthage, Mo.; Harold Lyon, manager, Paramount; Russell Borg, branch manager; Ed Durwood, president, Durwood Theatres, Inc., and Ed Harris, Neosho, Mo., exhibitor, and president, Kansas-Missouri Theatre Association.

Memphis

Publicity director Richard Lightman, Malco Theatres; Herb Kohn, Malco buyer and general manager; Joe Young, branch manager, and Clayton Tunstill, buyer and general manager, United Theatres, smile over prospects at the Warner.

New Haven

At the Roger Sherman, the Warners film was enjoyed by Nick Bricates, SW district manager; Harry Kaplowitz, SW zone booker and buyer; Harry Feinstein, zone manager; James Trotman, assistant zone manager; Max Birnbaum, branch manager, and Joe Liss, SW district manager.

New Orleans

ABOVE: Louisiana exhibitors seen after the Pitt screening are A. J. Bethancourt, Bijou, Houma; Rene Brunet, Imperial; B. J. Keyhan, Gretna Greens Drive-In, Gretna, with Weldon Limmroth, Giddens and Rester, Mobile, Ala. LEFT: Enthusiastic viewers Mort Brodsky, King, Lancaster, Pa.; Bill Yurasko, assistant SW buyer; Charles Beilan, Warners branch manager; Ted Minsky, SW head buyer, and Ben and Mort Shapiro, Arcadia and Merben, get together at the Commodore. RIGHT: In the Egyptian, unanimous approval came from William Thedford, president, Evergreen Theatres; Vete Stewart, branch manager; Frank Newman, Sr., former Evregreen president, and Frank Christie, Evergreen booker and buyer. Branch managers and salesmen acted as hosts.

Philadelphia

Seattle

Konecoff (*Continued from page 6*)

provide any answers at the moment to the future of the team, but he was doing the best he could to carry on.

Our impression of Jerry was that this was a tremendous talent who needs no one to carry him. He took over the guidance of all the guests over the weekend, mingled because he wanted to, laughed and played because he was having a good time, and also showed that he was a wonderful human being. He hurt no one in his fun and he showed that he had a wonderful head for business in some of the conversations we had with him. He devoted himself to his family and guests and gained everyone present for a friend, something few stars can boast. We wish him well however the future goes.

The next day, more rain and clouds, but as we pulled away after lunch the sun started to come out. Isn't this always the way?

Bits and Pieces: Patti, Jerry's wife, who used to be a vocalist, was prevailed upon to do a number and she did it very well. . . . The whole party was recorded on tape and it should make a wonderful memento of the occasion. . . . Jerry Pickman, vice-president in charge of advertising and publicity at Paramount, and Herb Steinberg, exploitation manager, as well as Burt Champion, publicity manager, came in for credit and applause for the fine job they and their staffs did in the handling of the affair. . . . Jerry recorded a number of tape sessions for later presentation on various local and network shows. . . . The special VistaVision screen and projectors were installed by Paramount technicians for the event. . . . Paramount Newsreel covered everything that happened. Well, almost everything. . . . Detectives are investigating what happened to some of the prizes and other stuff that was to have been handed out to the guests. We're ready to be searched anytime. . . . Still photogs Eddie Sullivan and Jimmy Powers had a hectic time recording everything and then trying to develop and print locally so some of the stuff could be rushed to the papers. . . . One of the stunts included a session showing Jerry clowning with a penguin, but as he was hungry or looking for a Kool, Jerry stayed out of reach. . . . West coast representatives, escorted by the studio's Bob Goodfried, were really surprised at the entertainment provided by Lewis as a solo act, which demonstrated that team play is not always the best play. . . . It was lots of fun, and we say to Paramount and Jerry Lewis, let's do it again sometime; while to Charles and Lillian Brown we extend our executive thanks.

ANYONE FOR GOLF OR GIN RUMMY: The weather looked threatening but this didn't deter over 150 industryites from attending the fourth annual Film Industry Golf Tournament, sponsored by Cinema Lodge, at Vernon Hill Country Club at Tuckahoe, N. Y. For those who didn't play there was gin rummy, and for those who played early enough there was still gin rummy.

Entertaining sidelights were provided by professional golfer Paul Hahn, who demonstrated how easy the game was in all its phases; also by the Tuckers, a team of comedy mentalists; and accordionist Murray Lehrer. Comedy relief was also provided by Lodge president Max E. Youngstein, who acted as toastmaster and presided at the awarding of the prizes with Martin Levine, tournament chairman. Committee members who assisted on the handling included Herb Berg, Dave Bader, Cy Seymour, Don Mersereau, Charles Alicoate, Jack Hoffberg, Milton Salzburg, Burt Robbins, Alan Robbins, Lou Vorzimmer, Norman Robbins, Bob Shapiro, and Milt Livingston.

It was a good affair despite our not winning a door prize or any prize. We are patient enough to wait until next year to come home a winner.

THE METROPOLITAN SCENE: The Roxy's Bill Moclair has invited youngsters 12 years old or younger to bring their fathers on Father's Day as their guest at any time during the day, with the first 25 receiving chocolate Father's Day cards. Well, at least once a year father doesn't pay—directly. . . . Al Gorson, Variety Club public relations director, became a father last week when a six pound, 11 ounce baby girl was born to his wife at Doctor's Hospital. They named her Meredith Ann. . . . Okeh pressbook is out on "The Man From Laramie."

Film Properties Utilized For Summer TV Program

NEW YORK—Stories to be made into motion pictures by the majors in the future will be tested with new talent over television during the summer by the Lux Video Theatre, it was revealed last fortnight by a spokesman for Lever Brothers, sponsors of the program. The series will be inaugurated over the National Broadcasting Company network beginning June 30, and continuing through Sept. 15.

Believed to be the first of their kind, the novel presentations are a response to suggestions made by Leonard Goldenson, president, American Broadcasting-Paramount Theatres, who has long advocated that television be utilized to develop film personalities and scripts.

Cooperating in the venture are Columbia, Paramount, Republic, United Artists, and Universal, which are the same film companies which allowed their finished productions to be adapted by the TV show during the past season.

Virgina Exhibitor Unit Supports Peace Efforts

Old Point Comfort, Va.—The board of directors of the Virginia Motion Picture Theatre Assosciation last week at its convention at the Chamberlain Hotel voted unanimously to "support any practical moves to insure peace within the industry." A wire was sent to Rube Shor, president, National Allied, and E. D. Martin, president, Theatre Owners of America, meeting with the presidents of the distributing companies in New York City to discuss matters which entail the continuance in operation of many theatres, and the convention "hoped they would be successful in negotiations."

At the opening of the convention, tin cups with pencils and dark glasses were given to all exhibitors registering. Carlton Duffus, executive secretary, VMPTA, said, "If the industry continues as it is now moving they will need them." He added that this stunt was inspired by Motion Picture Exhibitor's editorial of March 9, 1955, "A Man With His Hat In His Hand."

Seymour Hoffman, District Theatres, Washington, was elected president.

Earl Westbrook was master of ceremonies at the dinner, at which Jack Beresin, Berlo Vending Company, was principal speaker.

Judge In Schine Suit Dies

Buffalo—The death last week of Federal Judge John Knight, 84, in Buffalo General Hospital, following a stroke which hospitalized him two months ago, leaves incompleted the government anti-trust action against the Schine interests and the lengthy contempt of court proceedings stemming from it. Arguments concerning both cases were recessed when Judge Knight was incapacitated.

RKO Theatres Buys Stock

New York—Sol Schwartz, president, RKO Theatres, last week announced that the corporation has purchased 111,600 shares of its stock from Ambrook Industries, Inc., and Gauley Mountain Coal Company at a price of 9⅛ pursuant to options dated May 31, 1955. As a result, the corporation now has outstanding 3,219,336 shares, including approximately 70,000 shares held in the treasury under the Corporation's Employe Stock Option Plan.

This Was The Week When.....

"South Pacific" was revealed to be the second Rogers and Hammerstein production in Todd-AO, to go before the cameras in about a year. . . . United Artists booked "Not As A Stranger" for a gala preview in New York's Capitol on June 28. . . . U-I disclosed pre-release engagements in key cities during the summer for "The Shrike," following the world premiere early next month in New York's Victoria. . . . RKO president James Grainger arrived in New York with clips from forthcoming releases to screen for sales executives.

Walt Disney's "Lady And The Tramp" world-premiered at Chicago's State-Lake. . . . The Capitol recording of "Wichita," theme song of the Allied Artists' picture, was set for launching in Kansas City the same day of the film's world premiere. . . . Eleanor Roosevelt and Margaret Truman joined the premiere committee for the bow of United Artists' "Summertime" in New York's Astor, for the benefit of the Salute to France program. . . . "The Private War Of Major Benson" was set by U-I for a world premiere in three Kansas City houses on July 21.

Universal-International

HAS LAUNCHED THE PRODUCTION OF

Kenneth Dodson's

GREAT BEST SELLER...

Away All Boats

IN VISTAVISION COLOR BY TECHNICOLOR

BEING PRODUCED ON A SCALE OF MAGNITU

Introducing the cast that will portray the memorable characters

STARRING

CAPTAIN JEBEDIAH S. HAWKS

played by
Jeff Chandler

LIEUTENANT DAVE MacDOUGALL

played by
George Nader

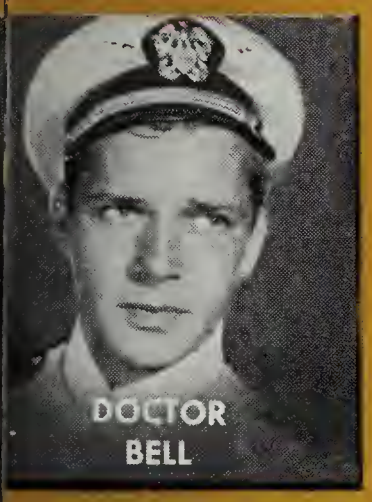
NADINE MacDOUGALL

played by
Julie Adams

COMMANDER QUIGLEY

played by
Lex Barker

-STARRING



DOCTOR BELL

played by
Keith Andes

LIEUTENANT FRASER

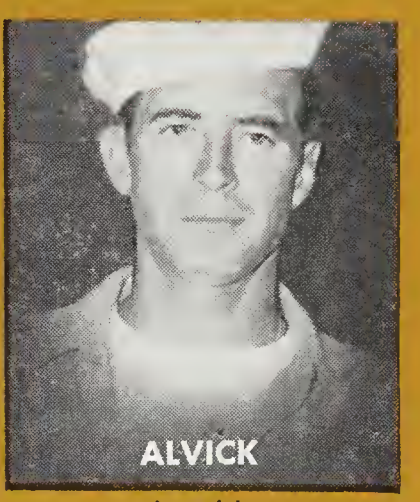
played by
Richard Boone

ENSIGN KRUGER

played by
William Reynolds

LIEUTENANT MIKE O'BANNION

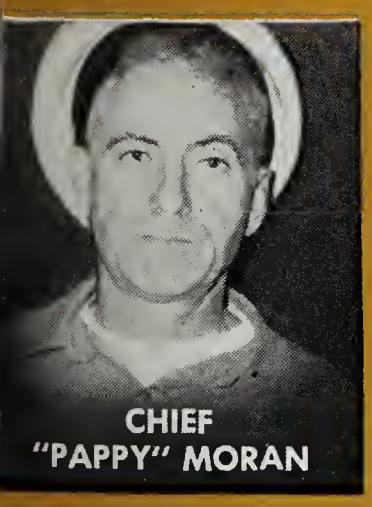
played by
Charles McGraw



ALVICK

played by
Jock Mahoney

TH

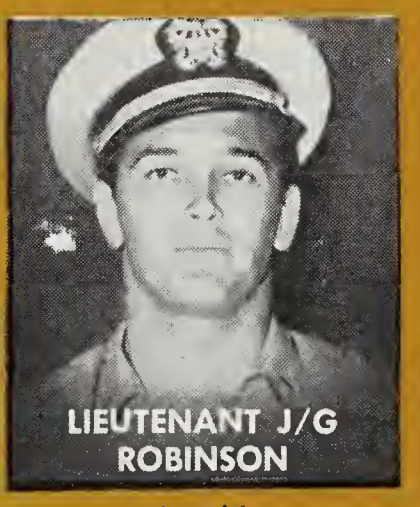


CHIEF "PAPPY" MORAN

played by
Frank Faylen

LIEUTENANT J/G SHERWOOD

played by
Grant Williams

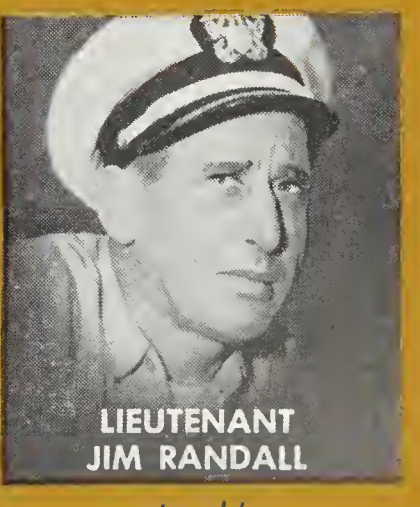


LIEUTENANT J/G ROBINSON

played by
Floyd Simmons

ENSIGN TWITCHELL

played by
Don Keefer



LIEUTENANT JIM RANDALL

played by
Sam Gilman

Directed by JOSEPH PEVNEY • Screenplay by TED SHERDEMAN • Produced by HOWARD CHRISTIE

Universal International

NPRECEDENTED IN UNIVERSAL HISTORY!

The International Scene.....

Canada

JARO Will Handle Republic Pictures

TORONTO—A special sales force will be set up by the J. Arthur Rank Film Distributors (Canada), Ltd., to handle the 35mm. and 16mm. product of Republic in Canada, effective July 31. The product was formerly handled in Canada by Empire-Universal Films, Ltd.

The agreement for the franchise was reached between Frank H. Fisher, JARO vice-president and general manager, and Richard W. Altschuler, vice-president, Republic.

Empire-Universal Films, through its president, A. W. Perry, announced the distribution of seven Disney subjects in Canada. Empire-Universal has had the Republic franchise in Canada since the production company's inception in 1940.

In announcing the agreement with Republic, Fisher said, "the joining of forces would give top service to all accounts." He was happy with the arrangement, he said, as an extension of their friendship.

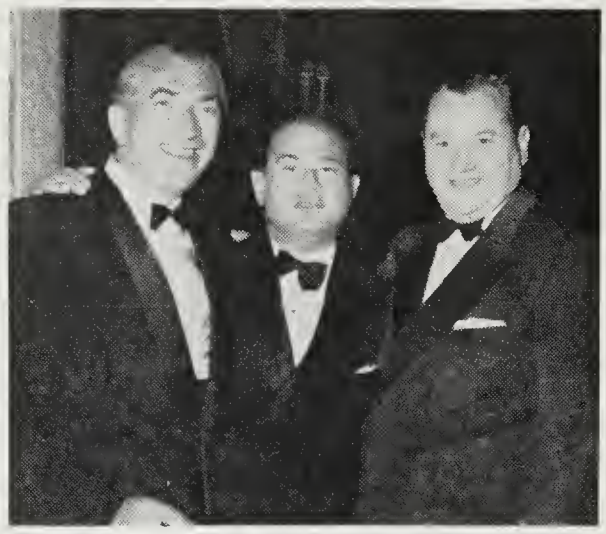
George Ganetakos, president, United Amusement Corporation, Ltd., and recipient of the Picture Pioneer Award in 1952, died following an accident near his home in Montreal. His car collided with a truck and he died a few hours later from injuries in a hospital.

Ganetakos opened the Moulin Rouge, Montreal, in 1909, which was the beginning of his interests in the motion picture industry, represented by United Amusements and Confederation Amusement Company, encompassing 38 theatres in Quebec.

During World War II, Ganetakos was particularly active in war relief work, and in 1950, the King of Greece awarded the Grand Golden Cross of Commander of the Order of Phoenix to Ganetakos for his work as Canadian chairman of the Greek Relief Fund. He was active in the Motion Picture War Services Committee and other forms of public service.

Canadian Comment

Benefit shows for Variety Village resulted in the recent presentation of checks amounting to almost $2,000 to the Variety Club by three delegations of theatre managers. Representing the Niagara Peninsula Theatre Managers Association were Bill Cupples, Park, Welland; Verd Mariott, Park, St. Catharines; Wilf LaRose, Palace, St. Catharines; and Mike Zahorchak, St. Catharines Drive-In. They presented a check for $900, with Marriott as spokesman. Ralph Cole, Century, Trenton, and Tom Mascaro, Capitol, Belleville, gave $637 for the Bay of Quinte Theatre Managers Association, with the latter speaking. From the Essex Theatre Managers Association came $400 through Ernie Taylor and Bob Knevels, Vanity and Capitol, Windsor, with Knevels making the handover comment.



Robert S. Benjamin, center, chairman of the board, United Artists, and William J. Heineman, right, vice-president in charge of distribution, are seen with producer Ilya Lopert at the recent gala world premiere of UA's "Summertime" in Venice, Italy, where the picture was filmed.

CINE CHATTER: Two of the nine full-page ads in Weekend Magazine, inserted in about a million Canadian newspapers every Saturday, were for motion pictures. RKO took a color ad for Howard Hughes' "Son Of Sinbad," while MGM had one for "The Prodigal." . . . H. T. Blumson was appointed assistant treasurer, Odeon Theatres (Canada), Ltd., succeeding E. B. McConkey, C.A., who resigned to take another position. V. Mandvere and B. Longbottom were appointed chief accountant and accountant, respectively. . . . Pioneer of the Year dinner will be held in Toronto, Nov. 2, announced Tom S. Daley, secretary-treasurer, Canadian Picture Pioneers, sponsors of the event. . . . TV in Canada now covers 75 per cent of its potential audience, A. Davidson Dunton, chairman, board of governors, CBC, told a committee of Parliament investigating TV and radio in Canada. . . . Less than 20 per cent of films shown in Canadian schools are made in Canada, Dr. A. W. Trueman, chairman, National Film Board, told the Canadian Club in Montreal recently. . . . William Winterton, Saskatoon theatreman, seeks more education in the homes because of the vandalism in the theatres. He told a home and school convention in his city that vandalism in theatres was out of control. . . . First drive-in installation of CinemaScope in the Toronto area, the 400, was recently completed.

—HARRY ALLEN, JR.

Thailand

In Bangkok, following discussions at Warners' recent Far East sales meeting in Tokyo, Wolfe Cohen, president, Warner International, announced that the company will handle distribution of its product through the reopening of its own office here. During the past four years, company's product has been distributed in this territory by Shaw Brothers. E. V. D'Souza, formerly Warners' branch manager in Pakistan, has been named company manager in Thailand, and will operate under the supervision of Berry Greenberg, field division manager, Warner International.

Screen Directors Guild Backs Production Code

HOLLYWOOD—The Screen Directors Guild of America last week unanimously approved a resolution calling on the film industry to "vigorously resist" pressure from special interest groups to delete portions of motion pictures approved by the Production Code Administration.

The action, suggested by Robert Aldrich, director and producer, defended the PCA, and was the first stand taken by an industry group following recent attacks on the Code by the National Legion of Decency. The resolution was directed to the Association of Motion Picture Producers, with copies to be sent to the Screen Producers Guild, the Screen Writers Branch of the Writers Guild of America, and to the Screen Actors Guild.

Eric Johnston, president, MPAA, recently answered criticism by the Rev. Thomas F. Little, executive secretary of the Legion, by asserting that the industry does not intend to make "any concession to anybody or anything," once a film has been approved by the PCA.

George Sydney was returned by unanimous vote to his fifth consecutive term as president of the guild. Other officers were Willis Goldbeck, first vice-president; George Marshall, second vice-president; Anthony Mann, secretary; and Lesley Selander, treasurer.

Miller Memorial Presented

PHILADELPHIA—At the June commencement of Friends' Central School, it was announced that the members of the Senior Class and the classes in History and Appreciation of Art had purchased an oil painting, "The Wood," by Warren Rohrer, in memory of the late Herbert M. Miller, longtime editor, MOTION PICTURE EXHIBITOR and other Jay Emanuel publications, who died on May 11.

Miller's son, Bruce Jeffrey, was a member of the class of 1955 at Friends' Central, an honor student, and a commencement speaker. He will enter Harvard University in September.

20th-Fox Seeks Theatres In South African Circuit

LONDON—An official announcement revealed that 20th-Fox is negotiating for the acquisition of an undisclosed number of theatres in South Africa by means of a controlling interest in African Theatres, Ltd., a subsidiary of the John S. Schlesinger organization's African Consolidated Theatres, Ltd., which operates more than 150 houses from Nairobi to Capetown.

20th-Fox, it was disclosed, will offer five Pounds per ordinary share of African Theatres, subject to acquisition of at least 90 per cent of the stock. The ordinary shares, of which there are 490,000, are quoted on the London exchange at about 3.10 Pounds. Schlesinger left his Johannesburg headquarters for talks in New York with 20th-Fox president Spyros P. Skouras, and the two executives were scheduled to return to South Africa together June 21.

McGee Says COMPO May Seek Tax Relief

SANTA FE, N. M.—If political conditions seem favorable, COMPO's tax committee may try to secure further tax relief from Congress in the next session, it was announced last week by Pat McGee, TOA representative on the committee, who spoke before the New Mexico Theatre Owners convention. He said there is no definite plan to date, but "several avenues" are being explored by the committee, which includes also Robert M. Coyne, COMPO counsel, and Colonel H. A. Cole, National Allied.

McGee went on to say that information from surveys conducted in a number of towns across the country by Al Sindlinger Sindlinger Company, was strange but most revealing as to theatre patrons' habits. He also praised the COMPO audience awards poll to be conducted in November, and supported the Exhibitors Film Finance Group, revealing that the trustees of the Cooper Foundation theatres have permitted him to subscribe $10,000 to the project, and that he has undertaken, together with Ed Kidwell and Russell Schulte, the responsibility of raising an additional $50,000 in the Denver exchange area. McGee estimated that 24 additional features would bring in $300,000,000 to theatre boxoffices.

Davis Gets AA Ad Post

NEW YORK—Martin S. Davis has been appointed to the new post of eastern advertising and publicity manager for Allied Artists, it was announced last week by John C. Flinn, national publicity and advertising director.

Davis will resign his current post July 1 as eastern advertising-publicity head for Samuel Goldwyn Productions, Inc., with whom he has been associated for the past nine years, and assumes his new duties on July 5. His appointment is in line with Allied Artists' recently announced expansion program calling for the production of top-budget pictures.

Flinn also revealed that Harry Goldstein, who has been representing him in the New York office, would devote his full time to exploitation and be in charge of eastern field activity.

NATIONAL LEGION OF DECENCY

June 16, 1955

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Davy Crockett" (Disney-Buena Vista); "The Far Horizons" (Paramount); "Lady And The Tramp" (Disney-Buena Vista); "Lord Of The Jungle" (Allied Artists); "Match Making Marshall" (Allied Artists); "Phantom Trail" (Allied Artists); "Timber Country Trouble" (Allied Artists); "The Titled Tenderfoot" (Allied Artists); UNOBJECTIONABLE FOR ADULTS: "The Cobweb" (MGM); "One Desire" (U-I); "Othello" (UA); "Skabenga" (Allied Artists); "Special Delivery" (Columbia); "We're No Angels" (Paramount); OBJECTIONABLE IN PART FOR ALL: "Angela" (20th-Fox); "Female On The Beach" (U-I); "Land Of The Pharaohs" (Warners); "Las Vegas Shakedown" (Allied Artists); "Soldier Of Fortune" (20th-Fox); "Teen-age Crime Wave" (Columbia); "This Man Is Dangerous" (Bell).

The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (JUNE 22, 1955)

- Registering grosses in the highest brackets
- Just fair, nothing out of the ordinary, average
- Good, although not breaking down the walls
- Disappointing, below what was expected

BLACKBOARD JUNGLE (MGM)	CELL 2455, DEATH ROW (Columbia)
THE PRODIGAL (MGM)	LOVE ME OR LEAVE ME (MGM)
STRATEGIC AIR COMMAND (Paramount)	INTERRUPTED MELODY (MGM)
THE FAR HORIZONS (Paramount)	SOLDIER OF FORTUNE (20th-Fox)
HELL'S ISLAND (Paramount)	THE MAGNIFICENT MATADOR (20th-Fox)
DADDY LONG LEGS (20th-Fox)	THE SEVEN YEAR ITCH (20th-Fox)
MARTY (UA)	THAT LADY (20th-Fox)
THE PURPLE PLAIN (UA)	THE ADVENTURES OF SADIE (20th-Fox)
KISS ME DEADLY (UA)	MAD AT THE WORLD (Filmakers)
THE SEA CHASE (Warners)	THE END OF THE AFFAIR (Columbia)
THIS ISLAND EARTH (U-I)	THE PURPLE MASK (U-I)
A PRIZE OF GOLD (Columbia)	AIN'T MISBEHAVIN' (U-I)
CHICAGO SYNDICATE (Columbia)	TALL MAN RIDING (Warners)
5 AGAINST THE HOUSE (Columbia)	DAVY CROCKETT, KING OF THE WILD FRONTIER (Disney-BuenaVista)

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

"SWEEPSTAKES" JUDGES' PANEL READS LIKE WHO'S WHO IN THEATRE WORLD

PHILADELPHIA—The acclaim with which MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES have been greeted since first announced in the issue of May 25 has exceeded all expectations.

Accepting the responsibility of serving on the judging committee so far have been the following executives representing a total of 2,390 theatres:

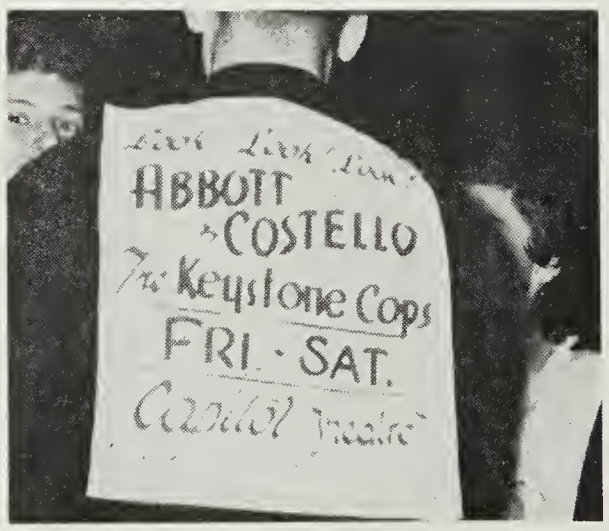
Edward B. Arthur, Fanchan and Marca Service Carparatian, St. Lauis
Sam Bendheim, Jr., Neighbarhaad Theatres, Inc., Richmand, Va.
Rayce E. Blankenship, Wallace Theatres, Inc., Lubback, Tex.
Harold H. Brawn, United Detrait Theatres Campany, Detrait
William P. Cumbaa, MCM Theatres, Leesburg, Fla.
Ralph F. Dale, Natianal Theatre Services, Ltd., Taranta, Canada
Frederic A. Danz, Sterling Theatres, Inc., Seattle
Gastan J. Dureau, Jr., Paramaunt Gulf Theatres, Inc., New Orleans
Theadare Fleisher, Interstate Theatre Carparatian, Bastan
Martan Gerber, District Theatres, Washingtan
John B. Giachetta, Frisina Amusement Campany, Springfield, Ill.
Julius M. Gardan, Jeffersan Amusement Campany, Inc., Beaumant, Tex.
H. J. Hadge, Jr., H. & H. Theatre Company, Winters, Tex.
Jay N. Hauck, Jay's Theatres, Inc., New Orleans
R. A. Hawell, Hawell Theatres, Inc., Smithfield, N. C.
Balivar F. Hyde, Jr., Talgar Theatres Campany, Lakeland, Fla.
M. J. Kallet, Kallet Theatres, Inc., Oneida, N. Y.
R. M. Kennedy, Alabama Theatres, Birmingham, Ala.
Richard Klein, Black Hills Amusement Campany, Rapid City, S. D.
Newell B. Kursan, Graphic Theatres Circuit, Bastan.
O. C. Lam, Lam Amusement Campany, Roma, Ga.
Sidney B. Lust, Sidney Lust Theatres, Washingtan
James W. McDanald, Theatre Owners Carparatian, Cincinnati
Charles J. Maestri, R. L. Lippert Theatres, San Francisca
Alexander Manta, Indiana-Illinais Theatres, Inc., Chicaga
E. D. Martin, Martin Theatres Circuit, Calumbus, Ga.
Walter Reade, Jr., Walter Reade Theatres, Oakhurst, N. J.
Perry Reavis, Jr., Stewart and Everett Theatres, Charlatte
Trueman T. Rembusch, Syndicate Theatres, Inc., Franklin, Ind.
Albert H. Reynolds, C. Enzel and Assaciates, Inc., Dallas
Harry Rath, Rath Theatres, Washingtan
David Rathstein, Rathstein Theatres, Ltd., Winnipeg, Man., Canada
Edward H. Rawley, United Artists Theatre Circuit, Inc., New York
A. L. Rayal, Rayal Theatres, Meridan, Miss.
A. Fuller Sams, Jr., Statesville Theatre Carporatian, Statesville, N. C.
Sal Schwartz, RKO Theatre Carporatian, New Yark
Harry F. Shaw, Poli New England Theatres, Inc., New Haven
Gerald J. Shea, Jamestown Amusement Ca., Inc., New Yark
Spyras S. Skauras, Skauras Theatres Carparatian, New Yark
M. B. Smith, Cammanwealth Amusement Carparatian, Kansas City
Philip Smith, Smith Management Campany, Bastan
Frederick G. Starey, Storey Theatres, Inc., Atlanta
S. J. Switaw, M. Switaw and Sans Enterprises, Lauisville, Ky.
Martin D. Thomas, Thamas Theatres Campany, Iran Mauntain, Mich.
Glen D. Thampsan, Thampsan Theatres Circuit, Oklahama City
J. H. Thampsan, Martin and Thampson Theatres, Hawkinsville, Ga.
E. E. Whitaker, Geargia Theatre Campany, Atlanta
Raymand Willie, Interstate Circuit, Inc., Dallas
Marc J. Walf, Y & W Management Carparatian, Indianapalis
Mitchell Walfsan, Wametca Theatres Circuit, Miami, Fla.
E. F. Zabel, Fax West Caast Theatres Carparatian, Las Angeles

In accepting as members of the SHOWMANSHIP SWEEPSTAKES committee, several offered unsolicited comment on the contest, which gets under way with the July 6 issue.

Sam Bendheim, Jr., Neighborhood Group of Motion Picture Theatres, Richmond, Va., says, "I believe that this is indeed a forward looking step because what we need is more old-time showmanship and promotion. This plan should certainly stimulate such efforts to a great extent and should be appreciated by all exhibitors. One can do no less than to assist you in helping to fulfill the goal you are trying to attain."

Comments Royce Blankenship, Wallace Theatres, Inc., Lubbock, Tex., "This is a very constructive addition to the fine work done by MGM, and you are to be commended for putting it into operation. It should prove of utmost value to exhibitors and much promotional material should be gained from it."

Morton Gerber, District Theatres Corporation, Washington, writes, "Any plan which brings to the attention of exhibitors the necessity of proper exploitation is worthy of the fullest support of every member of the industry. You are to be commended for this new service MOTION PICTURE EXHIBITOR is offering."



Roy Leveque, Shine's Capitol, Ilion, N. Y., recently had this burlesque cop out as street bally on U-I's "Abbott and Costello Meet The Keystone Cops."

"Sea Chase" Bally

NEW LONDON, CONN.—John Petroski, Stanley Warner Garde, and his assistant, Bill Landers, promoted hobby store model ships for an advance lobby display, in conjunction with "The Sea Chase." A false front was built. Four models, carrying appropriately-bannered aprons, and wearing nautical caps, walked through the downtown area for several days. Five thousand sticks of chewing gum were promoted through a candy distributor, and small envelopes imprinted with theatre playdate and containing one stick each were given away in downtown locations.

NSS Ready For July 4

NEW YORK—National Screen Service has announced that a variety of Fourth of July weekend trailers are available for the occasion, at most reasonable prices.

An appropriate reminder is that the company also has available National Anthem trailers, one in Technicolor and one in black and white, priced accordingly, and which no theatre or drive-in should be without.

H. J. Hodge, Jr., Joy Theatres, Incorporated, New Orleans, states, "I firmly believe SHOWMANSHIP SWEEPSTAKES is just the tonic or stimulant that exhibitors need in this day and time to help create an incentive to make the public show-conscious once again through continuous efforts of special exploitation."

"One of the great evils in exhibition is the lethargy that has befallen showmen," remarks Charles J. Maestri, Robert L. Lippert Theatres, San Francisco. "Most theatre managers seem to have become bookkeepers and statisticians. It is refreshing to see someone come up with a very novel idea, and I am quite sure it will regenerate some old-time showmanship which we in exhibition sorely need."

Walter Reade, Jr., Walter Reade Theatres, Oakhurst, N. J., says, "I love your idea. I would cooperate with you in helping to do anything on a showmanship basis, no matter what. One of our main troubles in our busy business world today, and in the motion picture industry in particular, is that we do not have enough time to give to anything for real showmanship."

A. O. Royal, Royal Theatres, Meridan, Miss., comments, "I think you have a terrific idea in this quick summary of the five best showmanship ideas each week. It can be the source for as much extra income as a second concession stand."

Likewise, the entries show coast to coast interest, with many including ideas of prize winning calibre. The duties the judging committee has assumed is not an easy one, and while there may be only one $100 winner each week, it goes without saying that the exchange of showmanship ideas through this medium will be of inestimable value to many.

THEATRE MANAGER
WANTS POSITION
Young man has extensive background in film exploitation and buying.
WILL GO ANYWHERE
FRANKLIN O. PEASE
1237 Vine St., Phila. 7, Pa. LO 4-4429

PHYSICAL THEATRE*

The theatre industry is currently reaping the benefits of the recent advances made in the projection and sound techniques necessary for the proper presentation of motion pictures. Seen here is the booth at the "41" Twin Drive-in, Milwaukee, equipped with the improved Strong projection arc lamp.

evoted exclusively to the heatre structure, its design, onstruction, furnishings, aintenance, and specialized quipment, with a special sec- on for drive-ins, devoted to heir design and operation.

rnold Farber, Editor

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l. 10, No. 7 June 22, 1955

istered Trademark

HĪLUX 264 Prismatic

ANAMORPHIC PROJECTION LENS

A fine Anamorphic Lens to show all Cinemascope, Superscope and other major studios' Anamorphic release prints.

Finest optical correction possible for color, definition and distortion. **Compare and judge for yourself.**

MAGNIFICATION — 2×, Fixed, for all $2\frac{25}{32}$" standard Projection Lenses.

LIGHT — 64 millimeter free rear aperture and the $2\frac{25}{32}$" diameter rear neck $2\frac{1}{2}$" long allows this lens to be placed right up to the Projection Lens assuring maximum non-vignetting light transmission.

MOUNT — Threaded to fit Projection Lenses. No Support Brackets required. Completely enclosed and dustproof.

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LAYING IT

On The Line

The Man In The Booth

Pictured on the cover of this issue are the keys to any motion picture theatre that is successfully doing its job; the best projection and sound equipment available, and the projectionist. Put a good man in a booth with good equipment and the management can safely devote all of its efforts to getting the public into the theatre, without worrying about the quality of the film presentation.

In the period covered by 3-D and stereophonic sound to horizontal VistaVision, it has been that man in the booth who has had to adapt, improvise, redesign and wrestle with systems and equipment completely strange to him. Very often the projectionist has had to become a part-time engineer and inventor in order to project a clear picture every day on the tilting, widening, curving screens that were installed in the auditorium.

Today there is a certain amount of standardization, and quite a reduction in the confusion surrounding projection and sound in motion picture theatres. In this issue the reader will find articles devoted to a wide range of subjects in this area, with the emphasis not so much on new systems, but on improvements in already established processes.

However, although the articles are about equipment, we would like to use this space to make a deep bow in the direction of the man in the booth. It is no exaggeration to say that many of the advances presently being enjoyed by the industry and the public would not have been possible without the wholehearted cooperation of the projectionist. The fact that in many cases the role of the projectionist is overlooked, or not given too much consideration, is a salute to his ability. It is rare that a job is taken for granted unless it is being performed in such a manner that the management does not find it necessary to devote much of its time to its supervision.

It is hoped that the manufacturers, studios, and engineers will continue to develop and perfect new and improved methods of presenting sight and sound in a theatre. Without this progress the entire motion picture industry would be in jeopardy. It is also hoped that this industry will continue to be fortunate enough to have its booths run by men with the same spirit, enthusiasm, and devotion to doing a job well, that is to be found today.

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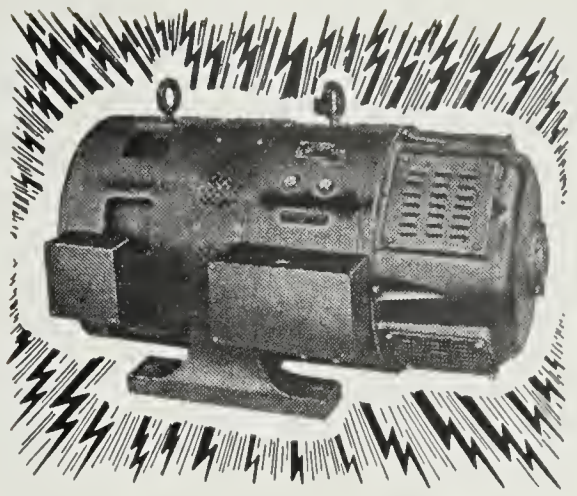

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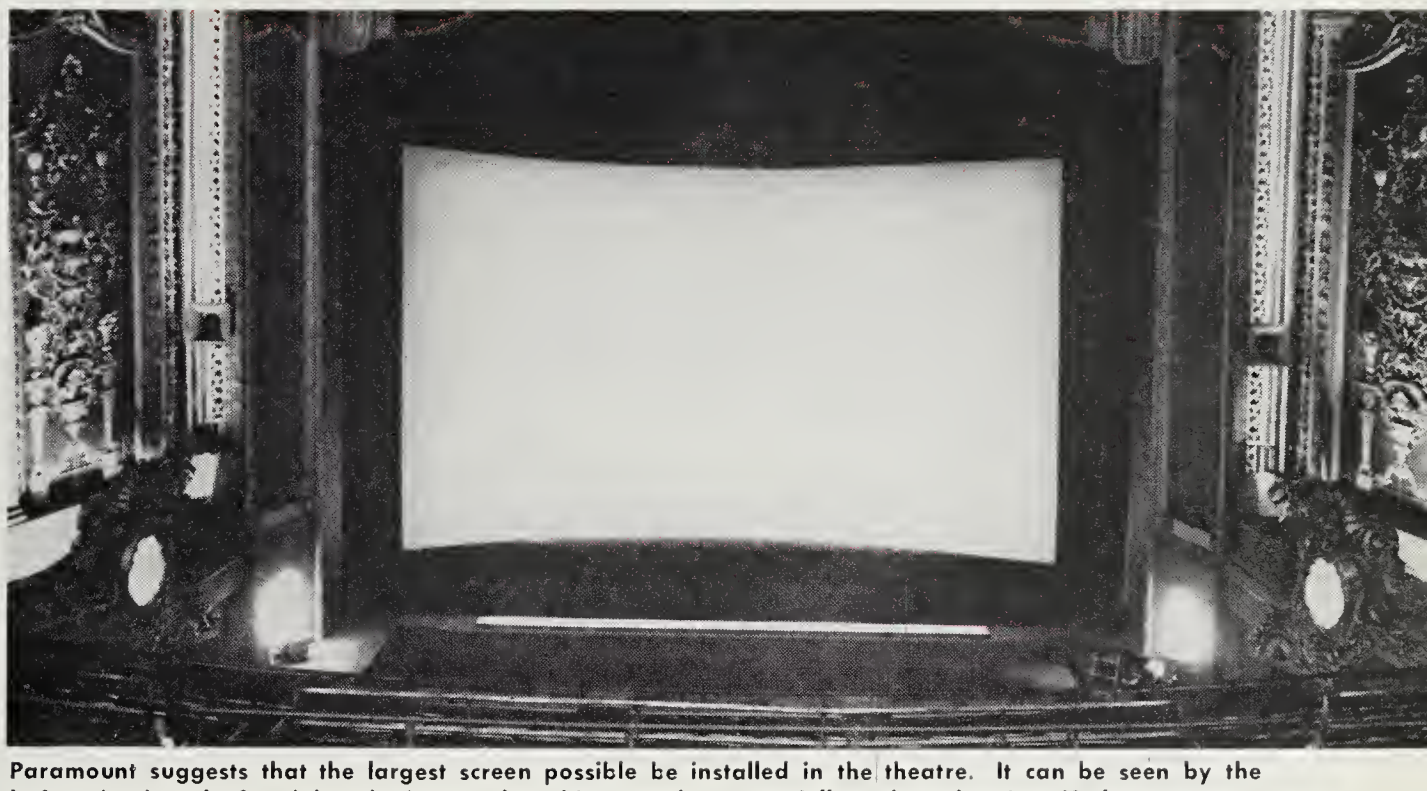
With Information Furnished By Paramount, Here Is A Brief Review of

THE FACTS ABOUT VISTAVISION



Paramount suggests that the largest screen possible be installed in the theatre. It can be seen by the before (top) and after (above) pictures that this procedure was followed at the New York Paramount. The new screen can present a picture 35 feet high by 64 feet wide using the horizontal projection.

THE most important advantage claimed for the horizontal VistaVision process is the larger image size. Paramount is using what it believes to be the optimum image size for a large picture. If the picture image on the film is smaller than that now used by VistaVision, it is claimed, there is a loss of general sharpness, and if the picture image is larger there is a loss in the depth of focus.

In motion pictures, a slight subjective effect of stereoscopy usually accompanies camera movement. This effect is said to be enhanced by VistaVision since more and more of the indices by which audiences can tell that that picture is flat are eliminated. In general, audiences tell that a motion picture is flat by the softness of focus, the film grain, the sheen from the screen, and the straight lines of the picture masking. In the presentation of VistaVision, Paramount states that there is the required sharpness, the grain is invisible, the sheen created by the mirror effect of a metalized screen is eliminated, and there is a slight curvature of the screen (radius equal to projection throw). A curve in the top and bottom line of the aperture and masking eliminates the straight line effect, and also creates an illusion of a deep curve in the screen, which is said to further add to the stereoscopic effect.

Tests made by Paramount indicate that the illusion of curvature used in VistaVision is better than a real curvature of a screen. The focus is better, the image can be seen from a wider angle of viewing, and there is no distortion of horizontal straight lines even when seen from a high balcony and side seats. It is further claimed that the same depth effectiveness is produced in any part of the theatre.

Another advantage claimed for double-frame VistaVision projection is that the picture can be viewed with ease and comfort from seats far closer to the screen than usual.

Equipment Needs

In preparing for double-frame projection the theatre must have, or install a seamless screen that is metalized and with a light gain of about 2 to 1. A gain of 3 to 1 is said to be too high and 1 to 1 too low. The size of the screen should, in general, follow the recommendations Paramount made for single-frame VistaVision, but they may vary in some cases because of the great size potential of the double-frame system.

The screen should have a curvature equal to the projection throw or 1.2 times the projection throw. In cases of theatres using a projection angle of over 15 degrees, the screen frame should be capable of tilting backward at the top. The amount of tilt should never exceed five or six degrees. In all cases, Paramount states that the screen should be as close to the stage floor as possible.

Prints

For optimum effectiveness on large screens of from 50 to 60 feet in width, the large image of the double-frame print with double-frame projection is recommended. This large area of print is not necessary for smaller screens, Paramount says.

Double-frame prints can be projected in any aspect ratio from 1.66:1 to 2:1. Paramount recommends filling the proscenium with picture on the largest possible screen as determined by the physical requirements of the theatre. Most presentations should be in an aspect ratio of about 1.85:1.

The double-frame picture film has a standard optical track located in the standard position. The recording and reproduction is at 180 feet per minute in place of the normal 90 feet per minute. The sound synchronization is 18 double frames behind the picture (in the same direction as magnetic sound).

All VistaVision prints, including the double-frame prints, are on regular 35mm. film, which can be specified and handled on any rewind and inspection equipment that will accommodate up to 5000 foot reels.

Lenses

Standard type high quality lenses are used. The lens size can be computed with this formula: the lens focal length in inches will be equal to 1.418 times the projection throw in feet, divided by the desired picture width in feet as measured

(*Continued on page PT-16*)

PHYSICAL THEATRE

Vol. 10, No. 7 June 22, 1955

Some Theories and Facts About Projection Optics' Series of

New Projection Lenses

By John R. Miles*
President, John R. Miles Company

PROJECTOR illumination is produced by one of two basic types of optical systems; the true, or classical condenser system, and the source imaging system. Motion picture illumination is not produced by classical condensers, but rather by source-imaging systems, which have specific characteristics limiting the light on the screen edge. Some of these characteristics are often produced by using short focus lenses with a mirror designed for long focus lenses. This produces difficulties which are not completely overcome by faster lenses. Tube spaces in projectors, meant for long focus lenses, also frequently produce uneven illumination.

Classical Condenser

With the classical condenser system, the source is imaged by the condenser lens on to the objective lens, which, in turn, images the film close to the condenser on to the screen. In this way, the objective lens also images the surface of the condenser on to the screen, or nearly so, and this device produces almost perfect uniformity of illumination across the screen, regardless of the variation in brightness of the source across the face of the source.

The size of the condenser must be at least as large as the film aperture, and usually, it is considerably larger in this type of system because it is placed at a slight distance from the film aperture. In many cases the speed of the condenser must be as much as two or three times the speed of the objective lens. (Speed is defined as focal length of a lens divided by its diameter or free aperture.) Thus, a lens of three-inch focal length with a one-inch diameter has a speed of f/3. The magnification of the condenser is arranged so that the image of the source is equal in size to the aperture of the objective lens, and this image of the source must be formed in the objective lens stop to produce the even illumination required.

Several Difficulties

One of the several difficulties in using this type of condenser for professional motion picture projection is that the condenser is too close to the source in most cases, and in case an arc is used the spattering from the arc damages the condenser too quickly.

Another difficulty is that the condenser must be of a very high speed in order to obtain illumination on the edge of the field.

Source Imaging Systems

In the source imaging system, the source itself is imaged or projected on to the screen or other area to be illuminated. A simple example of this type of system is the military searchlight, where the crater of the arc is imaged at a very great distance. Since the searchlight mirror is rather long focal length, and the crater quite small, the beam is rather narrow and very intense. The professional motion picture projector for 35mm. film uses a source imaging system, where the mirror (or condenser lens) images the source at the film gate and the projection lens reimages this source, and the film gate, on to the screen. This system is convenient because the arc, which is usually used, has a fairly even brightness, and this method keeps the source at a considerable distance from the mirror and produces the proper magnification of source image without too much difficulty.

In the event the classical condenser system is used for a six-inch f/2 lens, the magnification of the condenser would have to be three times as great, and the mirror considerably larger in order to equal the performance in the center of the field as the mirrors are now used.

Projection Lenses

The double Gauss type of projection lens is used by some of the leading optical companies to obtain a fast lens up to f/1.8 or even f/1.5. Usually these lenses decrease the light in the center of the field by having eight air-glass surfaces, but they do increase the light on the edge of the field by their high relative aperture. These lenses are Anastigmats, that is, they are corrected for astigmatism, and have a relatively flat field. The back focal length in these lenses, however, is quite great, and consequently, the back lens of the system is placed at a considerable distance from the film gate so that this light coming from the edge of the mirror is spilled on to the tube of the projector. Actual measurements and calculations show that the two-inch central beam is cut down to 1.3 inches for the edge of the field on this six-element double Gauss. An Anastigmat lens of this speed, with a strong rear lens of large diameter, and close to the film gate would produce a better compromise and give more light, both in the center of the field and on the edge of the field. At one time it was thought that the long back focus, or distance from the rear lens to the film, was an advantage, but actually this is not the case.

New Type Lens

The Projection Optics Company, Rochester, N. Y., is now producing a line of projection lenses called the Super Hilux line. These lenses have a strong rear element close to the film gate, and thus have a greater light collecting ability, or

(*Continued on page PT-14*)

** This article is based on excerpts from the paper "Ambient Light For Motion Picture Projectors," which was presentcd by Mr. Miles, whose firm acts as a consultant to the Projection Optics Company, at the April Convention of the Society of Motion Picture and Television Engineers.*

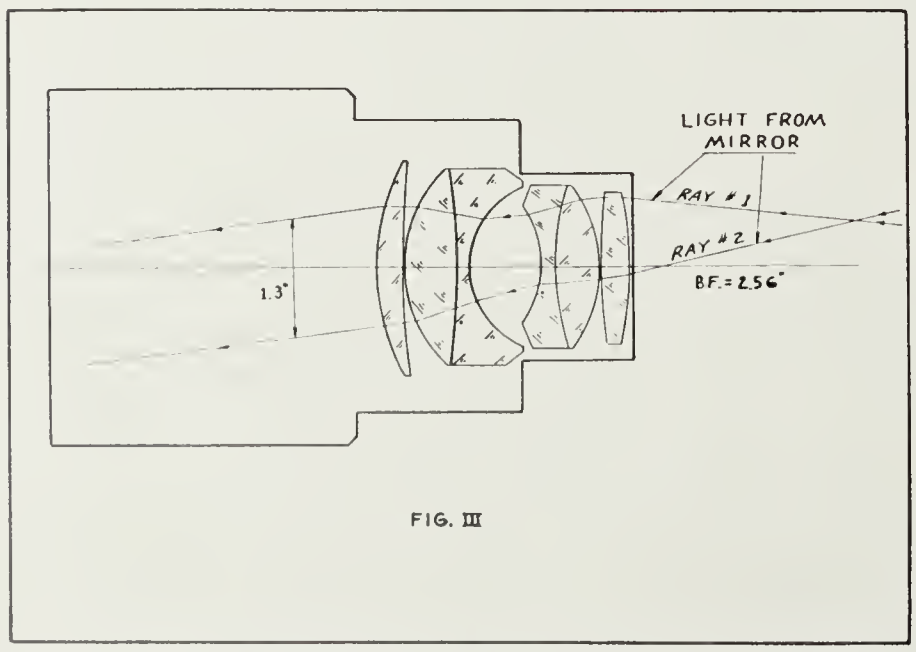


FIG. III

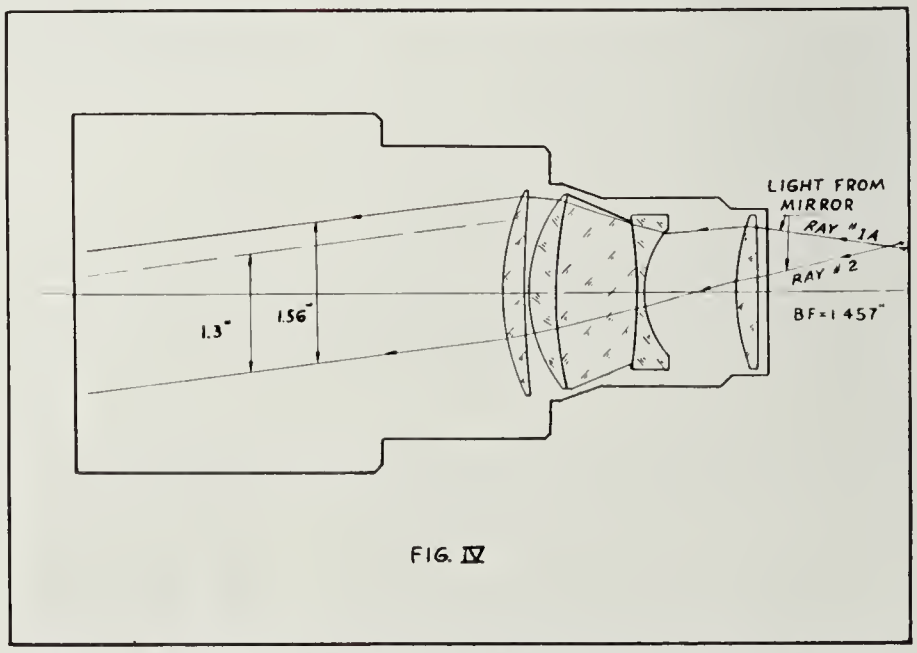


FIG. IV

Figure III shows the double Gauss type of projection lens. This type of lens has eight air-glass surfaces that decrease the light in the center but increases the light on the edge of the field. Figure IV shows the construction of the new Super Hilux series of motion picture projection lenses.

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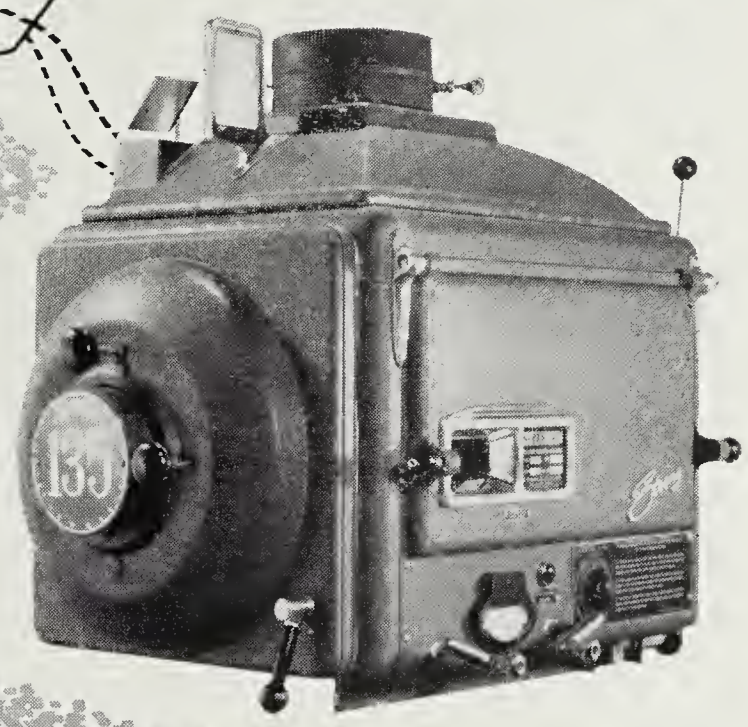

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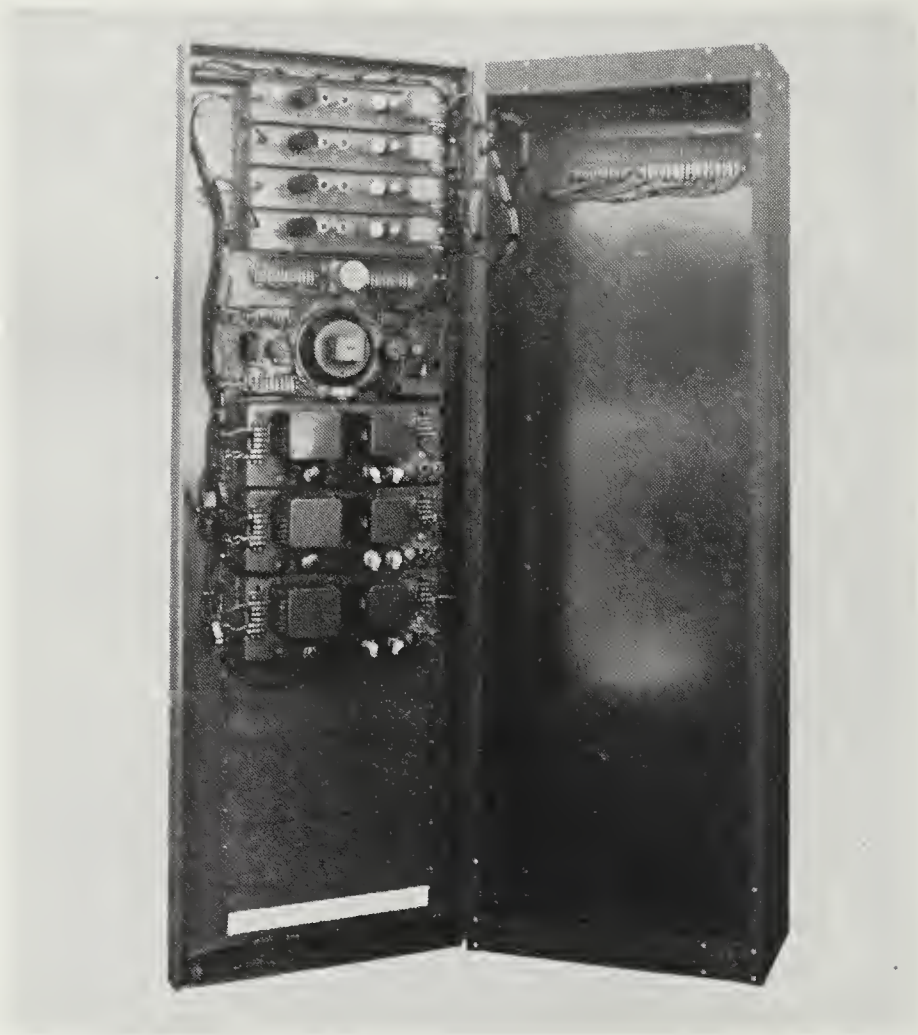
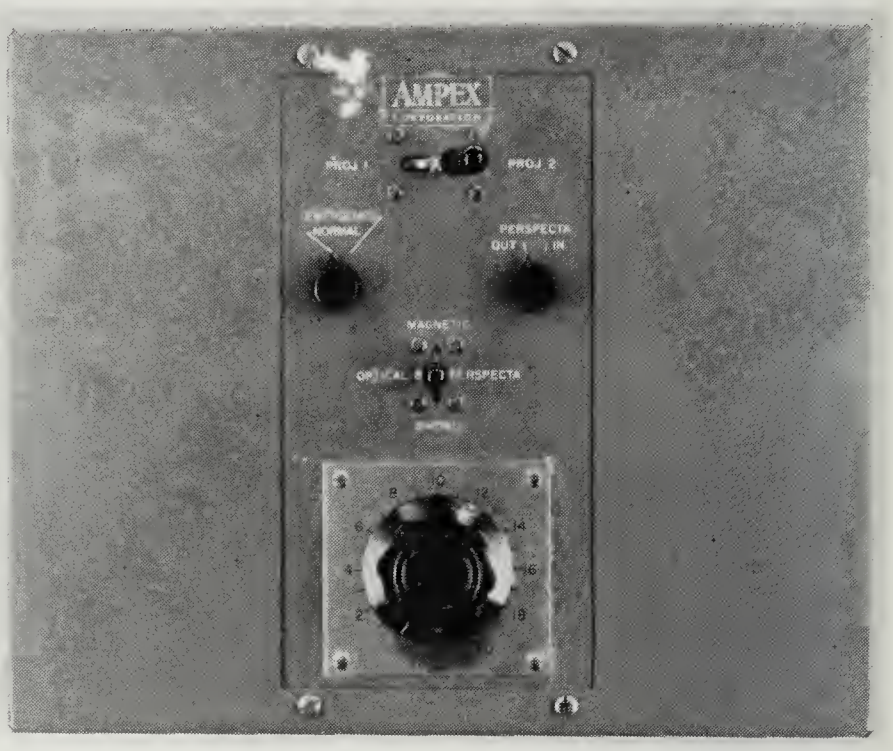


Seen at left is the equipment rack used in the optical-magnetic master system using a front opening. Side and back opening racks may be used.

Seen directly below is the optical-magnetic sound system control box. It holds all of the controls needed for the complete operation of this sound system.



The Equipment Needed For, and Advantages of Combination

Optical-Magnetic Sound Systems

By Jim Mahon
Ampex Theatre Equipment Sales Mgr.

WITH the current situation in conventional and drive-in theatres, most exhibitors find it necessary to use both magnetic and optical sound, depending upon print availability, and the process used. The Ampex Corporation is offering a combined optical-magnetic theatre sound system.

Heart Of The System

The heart of this combined sound system is the control box. Here, in one small box, to be located on the front wall of the projection room, are all of the controls needed for complete operation of the most complex installation.

Changeover from projector to projector is accomplished on the single changeover switch provided, with extension handle, if needed, regardless of the kind of sound in use at any time. No matter if the system is adjusted to operate with magnetic sound from CinemaScope films, single-channel optical sound, or multichannel Perspecta Sound, this single changeover lever will do the job. It is provided with a spring-loaded connection, when the extension rod is used, which means that the switch cannot be damaged by vigorous operation of the changeover rod.

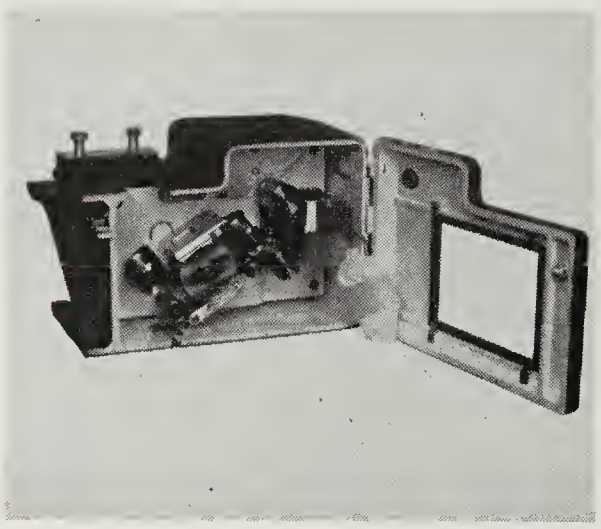
Switches are also provided on this control box for the selection of stereophonic magnetic, normal optical, Perspecta, or non-sync sound sources.

Also included is an emergency switch. This functions to take advantage of the system's three power amplifiers, three preamplifiers, and three stage loudspeakers, to return the system to single-channel operation, and continue the presentation of all the sound on the film sound track, even in case of the failure of one or two amplifiers, preamplifiers, or stage loudspeakers.

Even the master volume control is included on the central box. This box measures 14 inches high, 10½ inches wide, and four inches deep.

Magnetic Reproducers

The system includes two magnetic reproducers which mount on top of the projector head below the supply reel with easily mounted adapters that fit all standard American projectors, and automatically set the magnetic pickup heads at the correct distance from the projection aperture.



The Ampex magnetic reproducer comes equipped with adapters to fit all standard projectors.

Every moving part within the reproducer employs precision ball bearings, presealed for many years of trouble-free service, without oiling or attention of any kind. The "dash pot" damping device, of the pneumatic type, requires no oiling, and no periodic refilling.

The magnetic pickup clusters, mounted inside the heavily shielded case, are of the same design as those used in the Ampex tape recorders, and bear a 750 hour operating guarantee.

Simple threading, with automatic tension positioning, together with automatic locking of the sprocket wheel during threading, and automatic warning in case the projector is started without closing both keeper flanges, are found in all reproducers. Film with optical sound tracks, of course, may be threaded around the rollers on the left of the reproducer, without passing over the magnetic heads.

Preamplifiers

The output of the magnetic reproducer heads is fed, through the switches in the control box, directly to the input of the magnetic preamplifiers. The output of the theatre's optical soundheads is fed to the changeover switch in the control box, and then to a filter. This filter includes provision for adjustment of the frequency response of the optical system to Academy or other desired characteristics. The filter alters the level and character of the electrical signal from the optical soundheads so that, to the preamplifier, the signal is similar to that which would be delivered from a magnetic pickup head. Thus, a

(*Continued on page PT-18*)

A Truly Powerful Source of Screen Light

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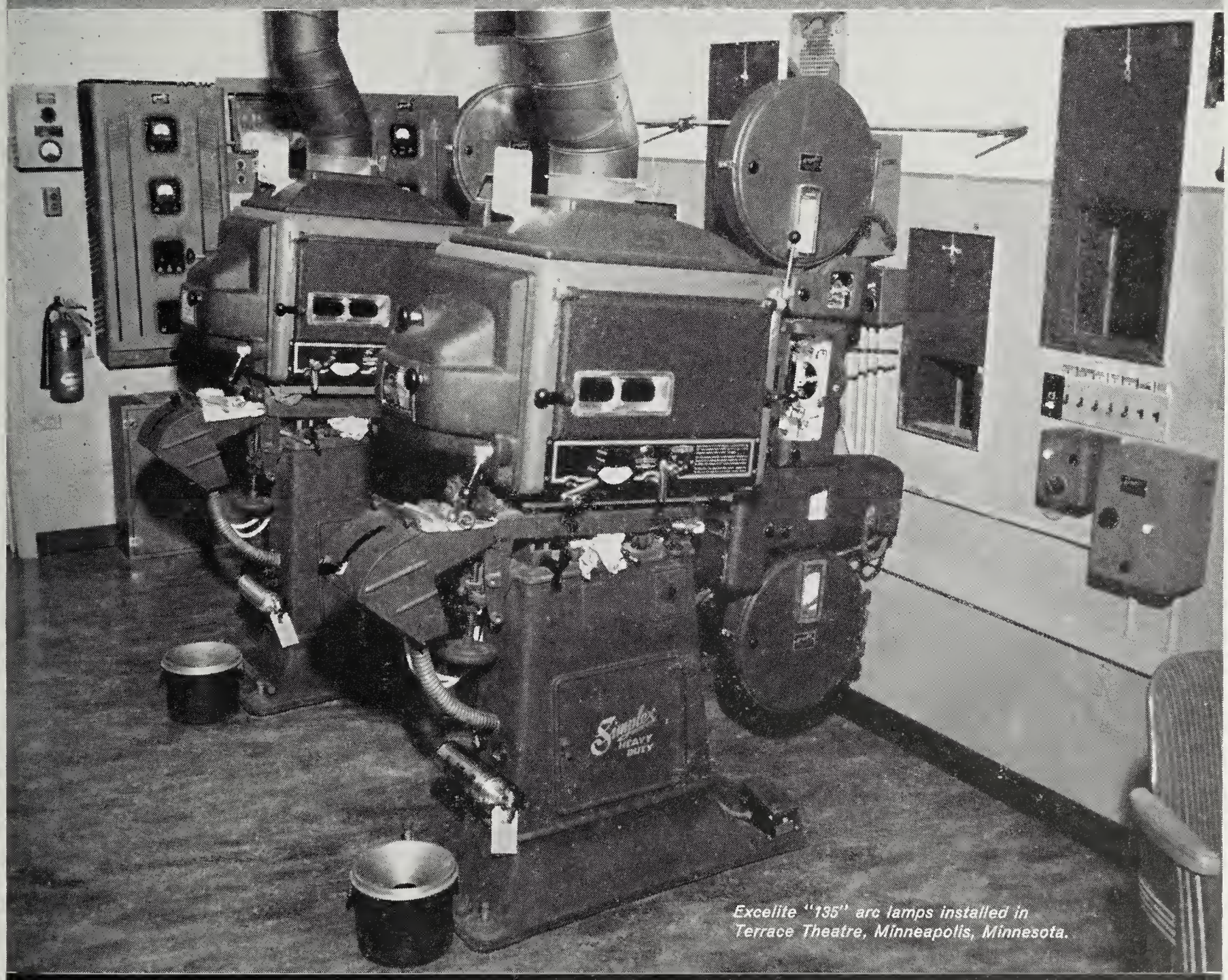

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Excelite "135" lamps are also available with 16½" reflector.

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An Up-To-Date Report On The Advances That Will Bring

Improvements In CinemaScope

By Earl I. Sponable*
Research Director, 20th-Fox

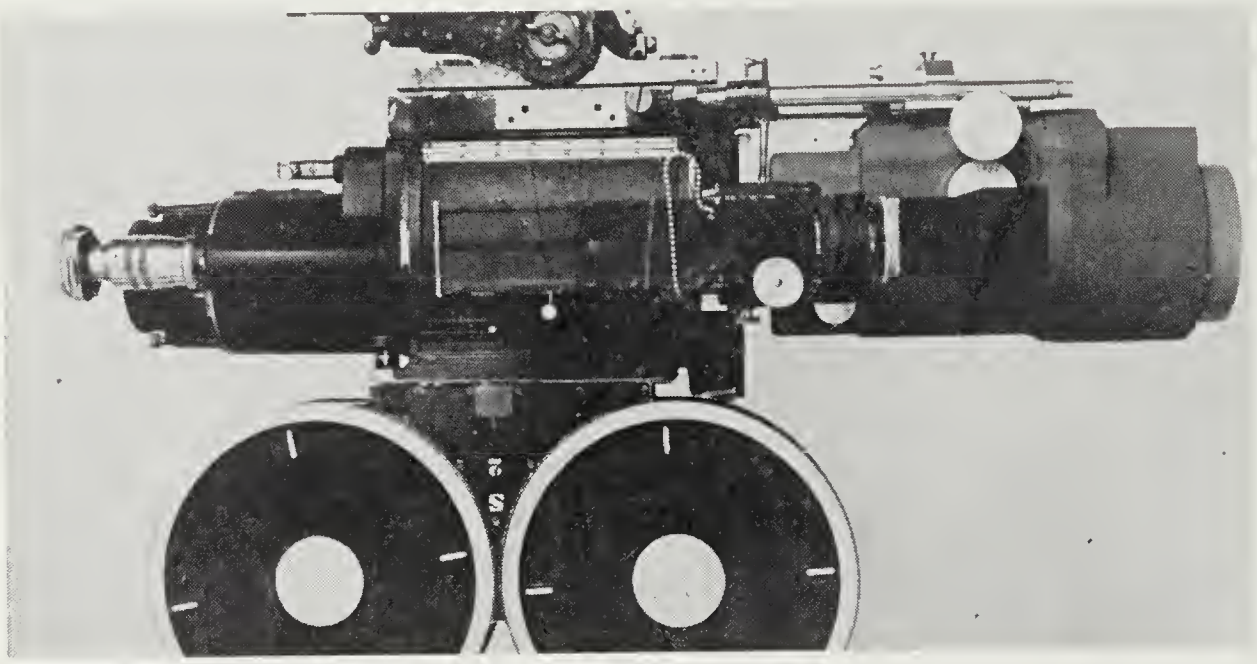
ONE of the most outstanding contributions made during the past year was the really exceptional optical design work done by Bausch and Lomb. This resulted in the combining of the spherical components of the optical system—that is, the prime or taking lens in the camera—with the cylindrical or anamorphic components all in one housing, and adjustable for focusing and astigmatism by a single knob. The most important result of the redesgn was the notable improvement in definition, depth of field and the reduction of distortion at the side of the image. The formerly used anamorphic attachments were limited in their use to lenses of 50mm. or more in focal length. The new series of composite lenses presently cover a range of from 35 to 152 millimeters.

The new composite lenses are now in use by all the major producers who are engaged in making CinemaScope pictures, and the resulting improvement in imagery is quite evident in the recent CinemaScope pictures now reaching the theatres.

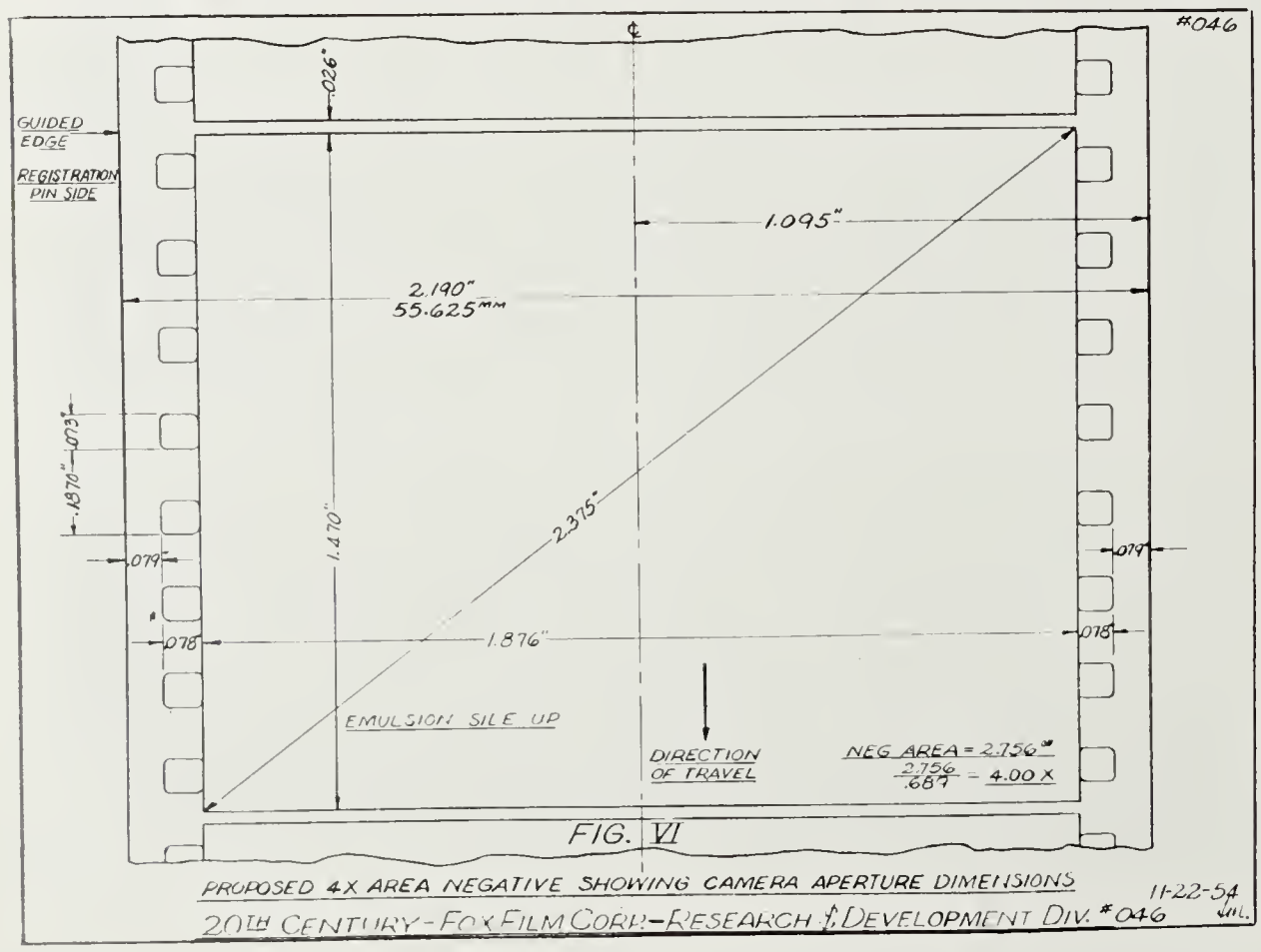
Other Improvements

From the very beginning of CinemaScope there have been certain other apparent lines along which improvements in screen quality might be made in addition to that obtained with the new camera lenses. That this was so was evident even in the days when we were making the initial comparative tests between Henri Chretien's anamorphic lenses and large films.

The most obvious thing which we knew even then would add to CinemaScope quality was improved definition; and it was perfectly evident, then as now, that a larger negative image was one way, at least, to achieve this. To have used a larger negative image on wider films at that time would, however, have involved making entirely new cameras; so instead we used the largest possible area available with standard equipment. This increase frame area of some 32 per cent was of itself a substantial and significant gain over the then standard camera apertures.



The new 152mm lens (above) mounted on the camera is one of the reasons for the improvements to be found in CinemaScope. The diagram (below) explains new 55.625mm negative size that is to be used.



Size Of Negative

As to the size of the negative image, we have reviewed this subject with great care and have asked Eastman Kodak, Bausch & Lomb, and others to advise us in those fields in which they are specially skilled. The Eastman Kodak Research Laboratories have reported on the results of a study made aimed at evaluating what the optimum size of negative image might be, from the point of view of film grain, and information storage capabilities, and where in the laboratory process it would be most efficient to reduce that large negative to a standard 35mm. film.

We had also, in our own laboratories, made a similar analysis, and it is interesting to note that our two results came out essentially alike, and indicated that the most desirable negative image area size would be one having about two times the present linear dimension of the CinemaScope negative in each direction, or four times its area. This figure appears to be one beyond which there is little, if any, commercial gain, and, when weighted against the problems of optical and mechanical design, it seems definitely not worthwhile to exceed. Up to this value of four times area, however, very real improvements in gain and definition are apparent.

Added Advantage

Inasmuch as the problems of correcting photographic lenses, like all optical systems, are higher order functions of the diagonal of the field covered, it is also apparent that the nearly square format of the CinemaScope frame is a further added advantage. Since the diagonal of this 4X frame is substantially equal to that of the old 70mm. Grandeur film, which had an area increase of only about 2.3 times our present CinemaScope negative frame, it will become immediately clear that our proposed new frame has almost twice as much information recording surface as any other suggested large screen process. This extra area is very important indeed

** This article is based on excerpts from an address made by Mr. Sponable at the April convention of the Society of Motion Picture and Television Engineers.*

(Continued on page PT-19)

HOW LONG

DO YOU WANT YOUR NEXT PROJECTORS TO LAST?

Regardless Of How Long You Keep Motiograph Projectors In Service You Can Get Replacement Parts

Motiograph projectors have a reputation of lasting procticolly forever. Hundreds of the populor Model F, produced over 30 years ago, ore still in use todoy.

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For example, when Models F, H, HU, HK and K were introduced between 1924 ond 1941, CinemoScope was undreomed of. But when the new Model AAA, the only projector designed especially for CinemaScope was announced, modification ports were simultoneously made available from Motiograph, so thot these older models could project CinemaScope prints.

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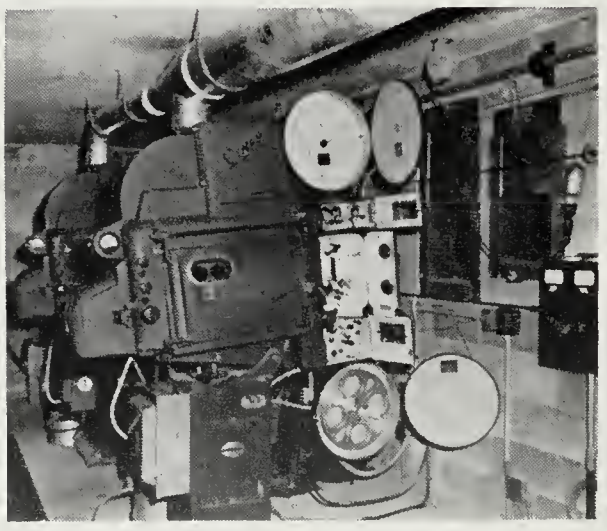
ENTERTAINMENT, PLUS

One of the most popular pieces of equipment in the drive-in's playground is the new Miracle Star Gazer motor-driven ferris wheel as seen.



The projection booth is equipped with all of the equipment necessary to properly project a clear and undistorted picture on giant drive-in screen.

Using the cafeteria style of service with four lanes, the concession area is well equipped to handle the 1500-car capacity of the drive-in.

WITH a good part of the theatre industry fighting to hold its own, the drive-in continues to flourish and expand. The reasons for this situation are not difficult to ascertain. Today's modern outdoor theatre offers the public fine film entertainment, **plus**; and it is that **plus** which is making the difference. For the price of admission the patron can avail himself of recreational facilities for himself and his family, can get a wide selection of refreshments at attractive and well operated concession stands, and enjoy the program in the privacy of his own automobile. These plus factors, and the steadily mounting number of families moving to suburban locations, seem to hold most of the answer. Of course, the showmanship of the operators of drive-ins cannot be overlooked.

An example of how these elements can be blended to create a successful drive-in can be seen at the new Bay Shore Sunrise Drive-In, located on the Sunrise Highway at Brentwood Road, in Bay Shore, Long Island.

This latest link in the steadily growing number of units in the Prudential Theatres circuit, is ideally located in one of the fastest growing areas of the New York metropolitan district, and adjacent to a flourishing farmers market.

Holds 1500 Cars

Able to accommodate 1500 cars, the Bay Shore Sunrise has two ticket booths capable of handling four cars at a time. In order to get the cars into the theatre and off the heavily traveled Sunrise Highway quickly, a traffic circle has been constructed that permits a free flow of traffic.

Upon entering the drive-in the patron cannot help but be impressed by the huge 135 by 54 foot screen. One of the largest screens ever constructed, it is made of specially extruded and chemically treated aluminum to a design developed by the Motion Picture Research Council, and made by Manco Vision, Butler, Wisc. The tower, which has been made of treated wood, is tilted and curved in order to produce a clear, undistorted picture.

DRIVE-IN THEATRES

Concession Building

The concession building is made of cinder block and occupies over 4500 square feet. Using the cafeteria style of service the refreshment stand employs four lanes, each fully equipped and each with its own cashier. When fully manned there are 16 people employed in serving customers the great variety of items that are available. In addition to the standard refreshments, such as soft drinks and popcorn, the patron may also enjoy such things as turkey rolls, pizza pies, shrimp rolls, potato stixs, hot dogs, etc.

An interesting innovation in the concession building is the wall which directly faces the screen tower. Although a generous use of glass has been made so that the patron may be able to view the screen while he is making his purchases, a large portion of the wall can be rolled up, very much like garage doors, and thus take advantage of the night air on warm evenings. A number of speakers are strategically located in the building so that customers may hear as well as see the film.

The interior of the building has been done in pleasant and cheerful shades of pink, black and green, creating a clean, efficient appearance, without looking antiseptic.

Patio

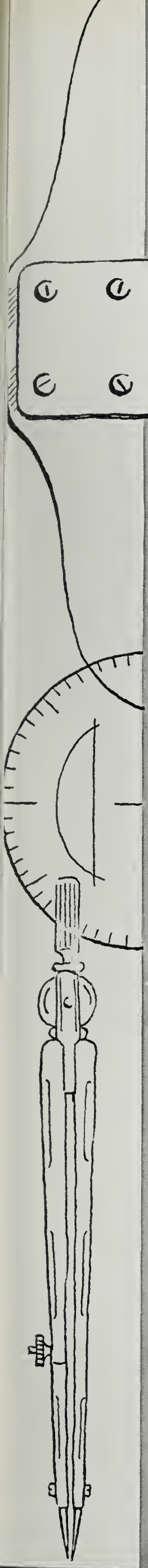
Directly in front of the concession build-

(*Continued on page PT-22*)

The concession building is made of cinder block construction and houses the projection booth as well as the concession stand and the rest rooms.

If You Want

BETTER SIDELIGHTING...



If you want to see less drop-off on your screen than you thought possible . . . then you're ready for the new formula Raytone HILUX Screen.

Here's the screen that was conceived on the drawing boards, engineered by men who's *business* is light reflection and *proved* in theatres of all sizes and shapes.

No longer an engineer's dream, the new formula Raytone HILUX is a *fact* . . . proved more effective in installations of small as well as large screens over 80 feet wide!

All of this plus economy, too! Your regular dealer will be pleased to quote Raytone Screen prices . . . much lower than you'd expect them to be for a product of such unequalled quality.

And the Raytone HILUX is unconditionally guaranteed to show a *bright picture,* will show *no seams,* will give you complete *uniformity* without blemishes or streaks and will give you *true color rendition* with richer, more natural pictures. It is guaranteed to do all this, or *you pay nothing* for the screen!

YOU BUY THE BEST when you buy the Raytone HILUX Screen for your theatre. Contact your dealer now for early delivery.

RAYTONE SCREEN CORP. 165 CLERMONT AVENUE BROOKLYN 5, NEW YORK

MIDWEST: Raytone Screen Corp., 401 W. St. Charles Rd. Lombard, Ill.

Shea Circuit Purchases Its First Drive-In

NEW YORK—Gerald Shea, president of Shea Enterprises, announced that his organization has purchased Pine Island Park, 50-acre combination amusement park and drive-in theatre located a few miles outside of Manchester, N. H.

This acquisition marks the first venture into operations other than four-walled theatres which make up the circuit but it is not the last, Shea opined, the organization having acquired property in the mid-west on which a drive-in will be erected in the future.

The Pine Island drive-in presently holds 400 cars but this is being expanded to hold 1000 vehicles with other renovations in the planning or working stage, such as the installation of a 100-foot wide screen on which CinemaScope films can be shown, changes in equipment, and overhaul of the concession operation.

Shea felt that the combination of amusements was a good one from a business viewpoint since the public is bound to be attracted by either one or the other, with each attracting customers for the other. The amusement area contains numerous rides commercially profitable, a roller-skating rink, a dance area, swimming and boating facilities as well as a junior section for the younger set with miniature rides and attractions.

The drive-in will regularly open Easter and run through October, while the general amusement area will open weekends until Decoration Day, after which it will operate continuously through Labor Day.

Veteran manager Edward Fahey, who has been with the Shea Circuit since 1932, has been named to direct the entire operation and he is expected to make showmanship pay off with special promotions and visitations to schools, organizations, etc., developing picnics, clam bakes, outings, etc.

Shea reported that the drive-in patrons arrive in early daylight hours, park their vehicles on the drive-in ramps, take in the amusement park activities and then return to catch the first show. There is no admission charge to the amusement park at present, but each ride is paid for as desired.

New Projection Lenses

(*Continued from page PT-6*)

as we call it, a greater "light collecting speed." In fact, the diameter of this rear element is substantially equal to its distance from the film gate, and thus the lens is said to have an f/1 light collecting speed. This lens is shown in (Figure IV) and it can be seen that the construction differs considerably from the older type of double Gauss lens.

An Advantage

One advantage of the new Super Hilux is that there are only six air-glass surfaces, which are practically all curved away from the film gate. This fewer number of air-glass surfaces increases the light transmission by several per cent, and increases the contrast as well. The curvature of all air-glass surfaces, away from the film gate, also helps to increase the light transmission and contrast. This Super Hilux lens is a true Anastigmat (corrected for astigmatism), and basically of the Gauss design, although the central component is made thicker to gain from the aberration standpoint. The thick central crown element is made of high transmission glass of relatively low index, but is cemented between two glasses, which are particularly chosen to function well with low reflecting film, so as to further increase the transmission of the lens.

In September, 1950, Doctor Willy Merte stated in his treatise and Index on Zeiss formulae, that this style lens used in the Super Hilux is probably the best type of lens yet designed. (Dr. Merte was in charge of the Optical Design Department at the Zeiss Works until the sur-

(*Continued on page PT-21*)

"Second Story" Drive-In To Be Erected

OAKHURST, N. J.—The world's first "second-story" drive-in theatre—the first ever built completely above ground level—will be operated by the Walter Reade Theatres organization at a huge new Dover shopping center, Dover, N. J., Walter Reade, Jr., circuit president, disclosed.

The parking lot at the shopping center will be double-decked, and a drive-in theatre with a capacity of nearly 1,000 cars will be built on the top level. During the day it will serve as a parking area for the shopping center; at night as a drive-in.

A fully-equipped restaurant will be built in the center of the upper deck, to serve shoppers during the day time and drive-in customers at night, Reade said. The same building will also house the projection booths for the theatre. A screen more than 100 feet wide and capable of showing CinemaScope and other new wide-screen projection methods, will be erected at one end of the upper deck, and a kiddie play area, complete with slides, swings, merry-go-rounds, and other playground equipment, will be established at the base of the screen.

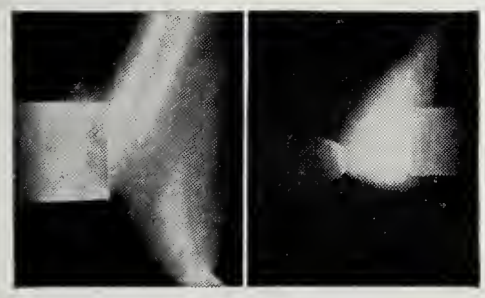
Reade said the new theatre will incorporate all of the latest projection, sound and in-car speaker equipment, and will be equipped with in-car heaters for year-round operation. To his knowledge, he said, it will be the first drive-in theatre ever built which will be above ground.

Dover, about 30 miles from New York City, is one of the fastest growing suburban areas in the east. The shopping center was conceived and is being built by Milton L. Ehrlich, Inc., New York City. Construction has already begun.

The idea of incorporating a drive-in theatre into a shopping center, Reade said, is in keeping with the trend that the nation now "travels on wheels." Whereas conventional theatres have been built in some shopping centers around the country it is his and Ehrlich's belief, Reade declared that because the shoppers will come to the Center by automobile, a drive-in theatre will be more appropriate and of greater convenience to the shoppers.

The Reade organization has signed a long-term lease with the Dover Shopping Center for operation of the theatre. According to present plans it should open at the end of this year.

An artist's conceptian af the "Second Story" drive-in to be erected at the new Daver shopping center, Dover, N. J., and operated by the Walter Reade Theatres. Note how the parking area will be dauble-decked, and the theatre will be constructed on the tap deck to be used during the day as a parking area for the shopping center, and at night as an outdoor theatre. Starlite title on the attraction is the architect's; not actual name.



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SINCE "NICKELODEON" DAYS, the brightness of "National" projector carbons has been increased more than 1000 per cent! And, today, with giant screens becoming almost universal, arc-carbon progress continues to meet the challenge.

FOR EXAMPLE, the new "Suprex" 8mm carbon, latest in a long series of recently improved "National" carbons, provides *15% more light* and a higher color temperature than its predecessor — at *no increase in cost!* Yes, the picture *is* light... and with "National" carbons you are sure of getting it in fullest measure.

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

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Facts About VistaVision

(*Continued from page PT-5*)

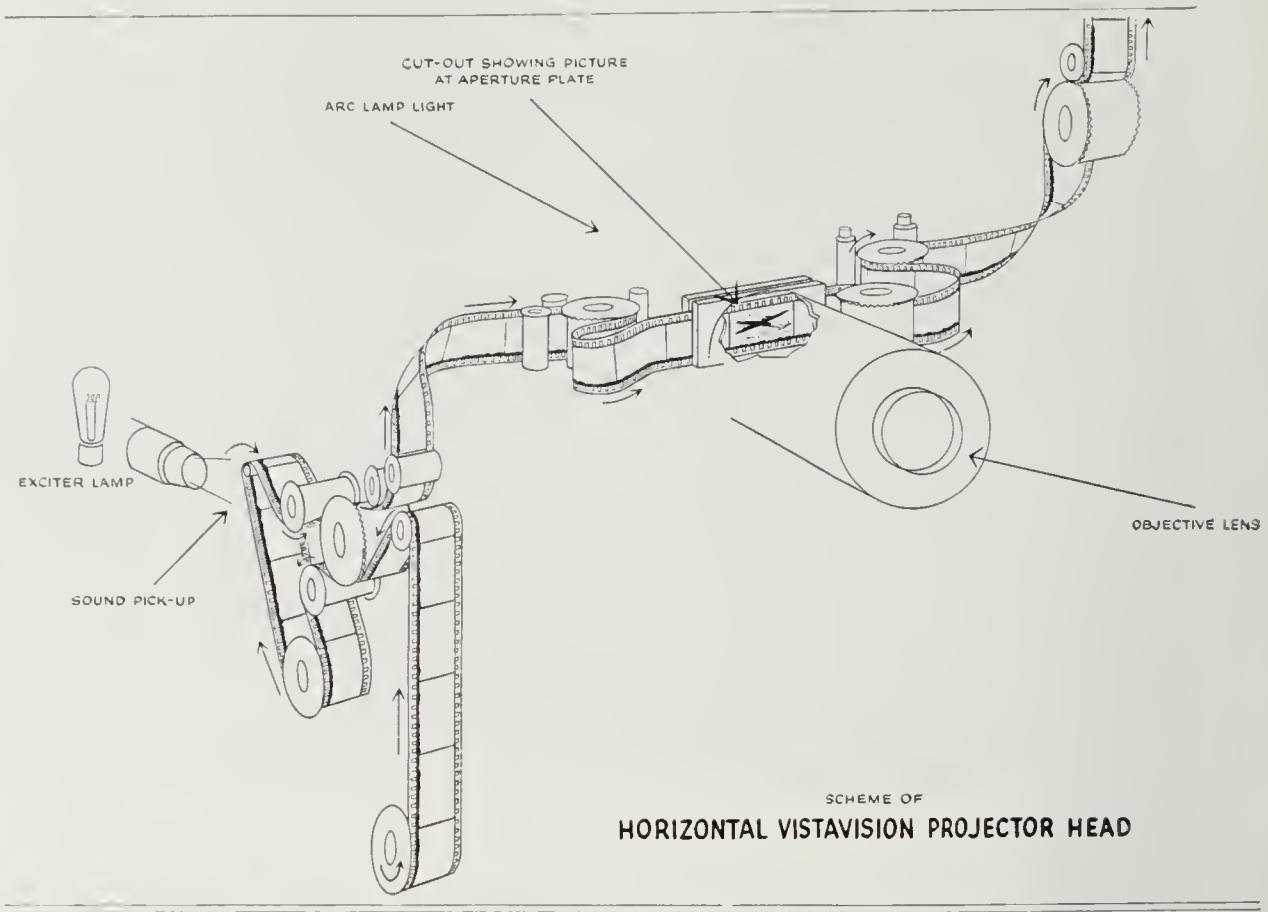
at the screen. The standard lens size tables do not apply to double-frame VistaVision.

Projectors

The double-frame projectors take the same floor area and portholes as a standard projector. These projectors can replace standard projectors or they can be installed in any place where a standard projector can be installed. They use standard pedestals, standard lamp houses and standard 5000 foot magazines. The magazines are mounted vertically in the usual manner. The film passes horizontally through the projector.

The projectors are furnished complete with bases, movement, magazines, changeover dousers and sound heads. Normally, they will be supplied less lamp houses and less lenses. Paramount recommends using hy-candescent condenser type lamp houses capable of 180 amperes, although most installations operate at 150 to 160 amperes.

The projector booth will have to be wired to accommodate two horizontal projectors. This shall include the capability of 180 amperes of power for the arc, motor wiring, changeover control, sound head power and speech circuits, plus a 110-volt ac supply for threading and service lights. This wiring should tie in with the booth control wiring so that these machines will start and control on changeover in the same manner and inter-changeability with the standard machines.



SCHEME OF
HORIZONTAL VISTAVISION PROJECTOR HEAD

T.O.A. Plans Own Tradeshow

NEW YORK—E. D. Martin, President of Theatre Owners of America, announced the finalization of plans for a trade show to be held in conjunction with the National TOA Convention in Los Angeles, Oct. 6, 7, 8, 9.

Space for 135 industry exhibits has been allocated at the Biltmore Hotel where theatre owners will view the latest innovations in theatre equipment and products.

The contract for the management of the trade show has been awarded to William S. Orkin, Orkin Expositions Management Company, of New York.

C. E. Warner Joins Altec

NEW YORK—C. S. Perkins, Altec Service Corporation operating manager, has announced the appointment to the field engineering staff of C. E. Warner. Warner, who replaces Glenn C. Ornstine, following the recent death of the latter, has been assigned to L. J. Patton's eastern division, and will provide technical sound service for theatres in Virginia, Maryland, and Washington, D. C.

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DRIVE-IN THEATRE SCREEN

"The greatest development for drive-in theatres since the drive-ins started"! . . . That's what all theatre owners are saying about MANCO-VISION EXTRUDED ALUMINUM SCREENING SURFACE.

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- ★ ***FIRST* installation . . . VICTORY DRIVE-IN THEATRE, Milwaukee, Wisconsin.**
- ★ **OTHER INSTALLATIONS:**

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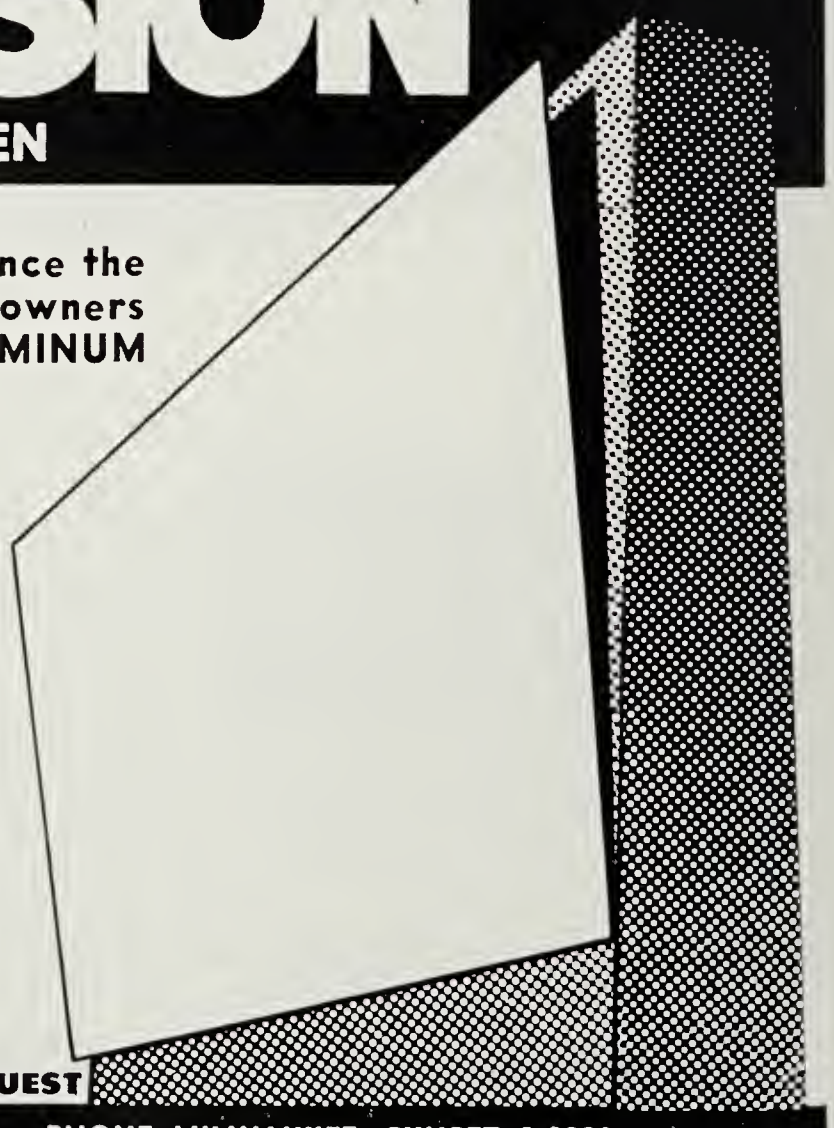
The Most Brilliant Screen of All . . .
Most Beautiful Color and Projection Ever!



INFORMATION FOR INSTALLATION, AND PRICES UPON REQUEST

WRITE MANCO-VISION, BOX 8, BUTLER, WISCONSIN or PHONE MILWAUKEE, SUNSET 1-8096

This and That Around the Trade

The Neumade Corporation, 39-year-old equipment manufacturing firm, has moved its New York headquarters to larger offices, and is now located at 250 W. 57th Street, it was announced by Oscar F. Neu, company president. The move, Neu explained, was part of the firm's expansion program, and that further expansion of the Long Island City factory will be the next step. At the same time Neu reported that his firm was offering a new 35mm. catalog, and that it was available on request . . .

. . . **Ralph H. Zimmerman was appointed branch sales manager for the Los Angeles branch of American Seating Company, J. J. Thompson, general sales manager of the company announced. A veteran of almost 20 years with the organization, Zimmerman has served successively as Los Angeles sales representative, western theatre division sales head and, since the end of World War II, theatre and transportation division sales manager for the firm's western division. Zimmerman will continue to make his headquarters in Los Angeles, working with H. F. Schaefer, western divisional and California branch manager for the Grand Rapids firm . . .**

. . . The Holiday Drive-In, now being constructed in St. Louis, will install automatic door opening equipment in the entrances and exits of its concession building, it was recently announced by the Stanley Works, New Britain, Conn., manufacturers of the door openers. The company stated that this was the first installation of such equipment in an outdoor theatre . . .

. . . James H. Montgomery has been appointed midwest regional sales manager for United States Air Conditioning Corporation, Minneapolis. Montgomery, former sales engineer for nine years with Servel, Inc., will be in charge of packaged air conditioning sales for six states, with headquarters in Chicago . . .

. . . Theatre operators might be interested in a new service being offered by the Todd Company, Inc., Rochester, N. Y. According to an announcement by L. T. Thomas, vice-president, the firm will create individual company checks free of charge to the entertainment industry. It was also reported that Todd has established creative design departments in 30 cities in this country and Canada. As explained, any theatre operator, manufacturer, dealer, etc., may submit samples of its present check for evaluation of advertising and public relations effectiveness. Recommendations will be made from the zone offices by the firm's check design experts in the form of suggested illustrations best depicting the company. No charge will be made . . .

. . . George I Long, president of the Ampex Corporation, Redwood City, Cal., announced the appointment of Harold V. Childs as manager of the field service engineering department. Childs will direct Ampex's field service program for both the Audio division and the Instrumentation division. Since 1952 Childs has been western regional service manager of Motorola Communications and Electronics, Inc. . . .

John L. Alden, recently named president of International Projector Corporation. Formerly in charge of patent licensing for Western Electric Co., Inc., Alden succeeds R. B. Tompkins. A subsidiary of General Precision Equipment Corp., IPC is a producer of projection and sound equipment.

. . . Dave Siegel, vice-president of Signs, Inc., Boston, manufacturers of drive-in screen towers and marquees, returned to his office after a two-week swing through the southwest and west coast. His trip took him through seven major cities. . . .

. . . John Tierney was recently appointed general manager of the Triple-S Supply Corporation, San Francisco. The firm is the western distributor for the Ballantyne Company and manufactures changeable letters.

Better Pictures Every Day

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SUPER SNAPLITE f/1.7

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- BRIGHTEST
- CLEAREST

and SUPER SNAPLITE f/1.7X

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For better Boxoffice, better patron satisfaction, better all around filming — use the NEW SUPER SNAPLITE f/1.7. Focal lengths from 2½" through 4" in ¼" steps.

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For all exhibitors — see your Theatre Supply Dealer. Don't miss these new FAST LENSES. The SUPER SNAPLITE f/1.7 and SUPER SNAPLITE f/1.7X.

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Every day a better, brighter picture with the NEW, all NEW SUPER SNAPLITE f/1.7X. For use where vignetting is a problem. Focal lengths from 2" to 3" in ¼" steps.

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Protect the drawing power of every attraction on your marquee with RCA Theatre Service..."first-run," top-quality service that assures continuous performance in the vital operating heart of your theatre. Backed by RCA's comprehensive technical resources, your RCA Theatre Service engineer expertly handles problems in optical or magnetic sound, single or multiple track, standard or wide screen. You'll find the quality of his help an invaluable asset to any size house ...and especially to *your* size house.

RCA SERVICE COMPANY, Inc.
A Radio Corporation of America Subsidiary
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SMPTE's Nemec Attends International Meeting in Sweden

NEW YORK—Boyce Nemec, executive secretary of the Society of Motion Picture and Television Engineers, served as secretary of the second meeting of Technical Committee 36 on Cinematography of the International Standardization Organization held in Stockholm, June 11 to 16.

The purpose of this meeting was to establish international standards which will aid in the continued interchangeability of film among various nations of the world. More than 40 delegates from Belgium, Czechoslovakia, France, Germany, Italy, Mexico, the Netherlands, Sweden, the United Kingdom, and the United States attended.

The United States delegation, headed by Dr. Deane R. White of du Pont, offered eight American Standards and proposed standards on cinematography as possible items for the meeting's agenda. These included dimensions for 35mm. motion picture film, alternate standards for either positive or negative raw stock; dimensions for 8mm. motion picture film; dimensions for 35mm. motion picture short-pitch negative film; cutting and perforating dimensions for 35mm. motion picture negative raw stock; dimensions for 200-mil magnetic sound tracks on 35mm. and 17½mm. motion picture film; dimensions for 100-mil magnetic coating on single perforated 16mm. motion picture film; magnetic coating, 16mm. magnetic photographic sound record; and 4-track magnetic sound for 35mm. film.

In addition to attending the meetings in Stockholm, Nemec will visit motion picture studios and equipment manufacturers in England, Holland, Germany, Switzerland and France.

RCA Offering New Junction Box

CAMDEN, N. J.—A loud-speaker junction box designed to enhance the appearance of drive-in theatres as well as provide functional advantages was announced by the Engineering Products division, Radio Corporation of America.

Known as "Circlite," the new junction box can be used with all types of RCA in-car speakers, features modern styling and is available in a choice of red, green, or white beacon lights, according to M. J. Yahr, manager, RCA Theatre and Sound Products.

Other features include: longer terminal units, for easier, faster installation connections; and contoured design.

Optical-Magnetic Sound Systems

(*Continued from page PT-8*)

single type of preamplifier serves for both optical and magnetic sound.

Volume Control

Every combined system contains four-channel magnetic pickup head and cables. Three-channel systems are equipped with three separate magnetic preamplifiers; the fourth preamplifier and 12 kilocycle silencing amplifier are included in a fourth channel kit that is available. After the three or four channels of magnetic sound, or the one channel of optical sound, are amplified by the preamplifiers, in the equipment cabinet, the signal is returned at high level through cables to the control box where the system volume control is located. From here the electrical signal is returned, again through cables, to the power amplifiers in the equipment cabinet.

Equipment Cabinet

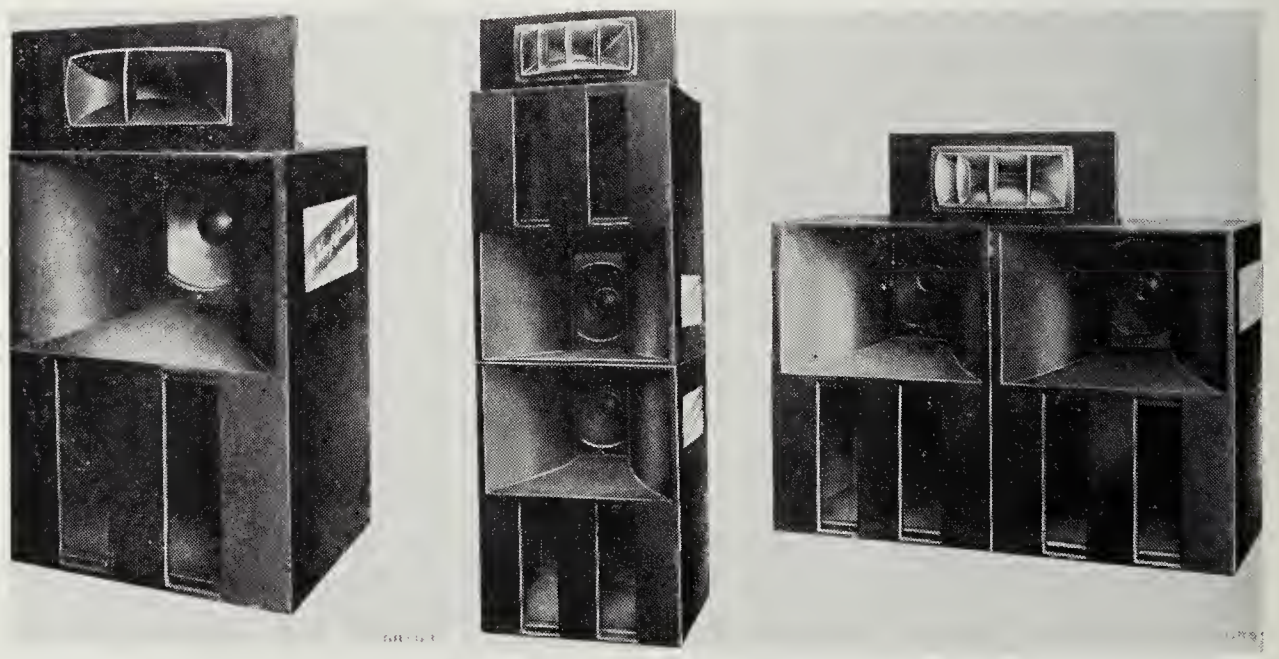
All combined optical-magnetic sound systems include an equipment cabinet which may be either of the side opening or back opening type. All connections to and from the front wall, and to ac power sources, are brought to terminal panels inside the equipment cabinet, clearly marked for easy installation and connection.

In each of the equipment racks of the Master series systems is a monitor panel, containing a single loudspeaker, a small power amplifier, and a selector switch on which the operator may select the output of any one of the three stage speaker amplifiers, the fourth channel of magnetic sound, or all channels simultaneously. This monitor functions no matter if the sound is single-channel optical, Perspecta, or three or four channel magnetic. The monitor system has its own volume control, and the panel contains the master power circuit breaker for the system.

Perspecta Sound

Throughout the Master and Deluxe combined sound systems, provision has

(*Continued on page PT-21*)



The Master system uses the A-7 Altec Lansing speakers (left), and the 30-watt Master system uses the A-6 Altec speakers (center and right). Both speakers give excellent results regardless of system used.

NTS Markets Its Own Private Quality Carpet

NEW YORK—To meet the demand of exhibitors for a high quality, low cost, long wearing carpet, National Theatre Supply is offering a new private quality wool and nylon carpet known as Nylwood, according to J. W. Servies, vice president and manager of National's carpet department.

Nylwood, which will be available in private patterns only, is a blend of 20 per cent nylon and 80 per cent wool. Wear tests have indicated that the addition of 20 per cent nylon will double the wear life of most carpets.

Improvements In CinemaScope

(*Continued from page PT-10*)

when you consider the added grain and loss of definition incidental to the duping process, the introduction of effects of all kinds, and such further definition loss as may be due to dye migration or bleeding in some color processes.

Studies indicate that this four-times area frame can be put on a piece of film 55.625mm. wide, using all the area efficiently, and making use of the CinemaScope perforations. This width figure comes about very simply by taking two times the present CinemaScope camera aperture, adding the widths of two rows of perforations and the standard protective edges outside the perforations, making proper allowances for manufacturing and other tolerances.

Bausch & Lomb has designed new taking lenses to cover this additional frame area, and has delivered the first sample lens; their design considerations have taken into account such very important relationships between focal length, depth of field and camera position. An experimental camera has been built and we have made test photographs that support our conclusions.

A new 2:1 reduction printer lens, has also been designed by Bausch & Lomb, that yields a print from this enlarged negative of excellent quality over the entire frame.

Future Plans

It is our plan, after demonstrating the results, to make available to those making CinemaScope pictures, design information and assistance enabling them to use this optimum size negative, and to make CinemaScope standard release prints of greatly improved quality for all theatres. We are also considering making a limited number of release prints of some special pictures for road-shows of a larger projection frame area, and used under improved projection conditions. These prints may also carry extra magnetic soundtracks.

The General Precision Laboratories, Inc., have made studies, independently, of the optimum size film for handling in the theatre. Considerations of wear in the projector, life of the film, steadiness of the image on the screen, and all such factors were taken into account. Their conclusions, like ours, were that for material like our present motion picture film, a width in the range of approximately 50 to 55mm. was about as much as could be handled with expectations of long film life and good operation under commercial conditions. Further, distributing the light and heat over a larger area frame is advantageous. Improved projector mechanisms and cooling methods would alleviate the problem of maintaining good focus in the theatre. So also would the longer focal length lenses which would be used. Again, the lower magnification of the positive image in the theatre should yield still further improved picture quality.

Trade Show Booth Sales Going At Record Pace

NEW YORK—Rental contracts for booth space for the Allied-TESMA-TEDA-IPA Trade Show to be held by the four organizations at the Morrison Hotel, Chicago, November 6-9 this year is exceeding all expectations, according to Fred Matthews, TESMA president and Jack Kirsch, Allied General Chairman for the event. Contracts for 72 per cent of booth space in the TESMA first floor section of the exhibit space have been signed. About 63 per cent of space in the third floor section of the hotel where IPA will hold forth with concessions equipment items, soft drinks, hot dogs, etc., already have been sold, according to Carl Siegel, Stanley Warner Management Corporation, and exhibit chairman for IPA.

Indications are that the total space of 244 booths on both floors will have been sold out long before the show's opening dates, according to spokesmen for the TESMA and IPA organizations in charge of contracts for booth space. TESMA has 15 per cent additional space in negotiation with manufacturers and IPA reports that 22 per cent of its space additionally is in process of negotiation.

Space in the TESMA section has been contracted for by the following equipment manufacturers:

National Theatre Supply, Automatic Devices, Motiograph, Norpat Sales, International Seating Company, American Selectifier Corporation, Radio Corporation of America, Raytone Screen Company, Projection Optics Company, American Seating Company, Strong Electric Company, Drive-In Theatre Manufacturing Company, Ballantyne Company, Century Projector Corporation, La Vezzi Machine Works, Nehi Corporation, Pepsi-Cola Company, Coca-Cola Company, Wenzel Projector Company, Lorraine Carbons Company, Kollmorgan Optical Company, C. S. Ashcraft Manufacturing Company, Edward H. Wolk Manufacturing Company, Eprad Corporation, Gordos Corporation, Adler Silhouette Letter Company, Neumade Products Corporation, Bausch & Lomb Optical Company, Goldberg Brothers, Carbonic Dispenser Corporation, Ideal Seating Company, J. E. Robin Corporation, Walter Futter Company, Knoxville Scenic Studios, Irwin Seating Company, Altec Service Corporation, Radiant Manufacturing Company, National Carbon Company, Todd-AO Company, Miracle Whirl Manufacturing Company, Superior Electric Company.

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KEEP GOOD COMPANY

ALL DOWNTOWN THEATRES IN PHILADELPHIA EXCEPT TWO NOW USE WILLIAMS ALL-PURPOSE SCREENS

FIRST CHOICE EVERYWHERE

WILLIAMS SCREEN CO. 1678 Summit Lake Blvd.—Akron, Ohio

NTS Offering New Rectifier

NEW YORK—Drive-in theatres which must use powerful lamps to project to large screens but which do not have three-phase current readily available can now be supplied with a new single phase selenium plate rectifier by National Theatre Supply, the company announced.

This new single phase rectifier was designed for efficient burning of 10mm. and 11mm. regular carbons and 10mm. Hitex carbons.

Features of this new rectifier include a remote control relay, large fan ventilater, moisture-proof selenium units, air flow protective device, and taps to provide adjustment to compensate for supply voltage variations through a range of 10 per cent above or 10 per cent below the rated a.c. input voltage throughout the output rating range.

Vidoscope Moves To Larger Quarters

NEW YORK—Vidoscope, manufacturers of 35mm. and 16mm. lenses, moved into larger quarters at 730 Fifth Avenue, last week, it was reported by company president Walter Futter.

The new location, Futter said, will offer complete facilities for demonstration, projection, and sales of the complete Vidoscope line of 35mm. projection and anamorphic lenses, and the new 16mm. anamorphic CinemaScope lenses.

• SCREENS • SCREENS • SCREENS • SCREENS •

THEATRE TESTED AND PROVEN

MEETS ALL REQUIREMENTS FOR ALL SYSTEMS—ALL RATIOS

THE WORLD FAMOUS

"SILVERLITE"

ALL-PURPOSE SEAMLESS SILVER SCREEN

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SAME HIGH QUALITY—NEW LOW PRICE

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and the NEW ULTRA WHITE

HI-LITE SCREEN

100% VINYL PLASTIC WHITE MATTE-MOLD AND FUNGUSPROOF

ALSO USED FOR ALL SYSTEMS IN ALL RATIOS

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246-48 N. Clarion St., Philadelphia 7, Pa.

Optical-Magnetic Sound System

(*Continued from page PT-18*)

been made for easy addition, either on first installation or at any later time, of a Perspecta Sound integrator. The control box contains the necessary switching to feed the optical sound track from a Perspecta Sound print from the output of the preamplifier, to the input of a Perspecta Sound integrator, and to connect the three output channels of the integrator to the system volume control, on the front wall control box. Only the Perspecta Sound integrator and its connecting wires need be added.

Stage Speakers

The packaged price for all combined systems, of both the Master and Deluxe series, include appropriate stage loudspeakers. The 20-watt Master system uses the Altec A-7 speakers that incorporate an all-new high frequency horn capable of wide angle dispersion, and smooth wide-range frequency response. Stereophonic sound especially, requires wide distribution of all frequencies for effective presentation.

The 30-watt Master systems use the Altec A-6 stage loudspeaker, with two separate low frequency units, and flexible arrangement facilities for the baffles to operate satisfactorily on any stage, even crowded circumstances. The speakers are of the same general design as the A-7, but of higher power handling capacity.

The 60-watt Master systems are equipped with either the Altec A-4 stage loudspeakers or with the new Ampex 5050 system. The same option is offered with the Deluxe 30-watt systems.

The 60-watt Deluxe systems are provided with the Altec 4X system while the 120-watt Deluxe systems carry the Altec A-2X systems.

New Projection Lenses

(*Continued from page PT-14*)

render of Germany at the end of World War II).

The field curvature of this lens is fully corrected, as is the spherical aberration, and the definition, as well as contrast, are very excellent.

The rays of light from the mirror have been determined by measurement and calculation, and are shown in Figure IV to come out of the Super Hilux lens with a separation of 1.56 inches. It will be noted that Ray 2 of Figure IV is the same ray as Ray 2 of Figure III. This ray comes from the upper edge of the mirror.

Ray 1A on Figure IV is a higher ray than Ray 1 on Figure III because the rear element of the Super Hilux is larger and closer to the film gate than is the rear element of the double Gauss. This Ray 1A then exits from the lens in such a way as to make the edge bundle, 1.56 inches, higher than the 1.3 inches of the double Gauss. This shows that the Super Hilux has a larger edge bundle of light, and thus greater illumination on the edge of the screen.

In conclusion, lenses which compensate for the spreading of the light on the tubes of the projectors are helping to solve the problem of more illumination on the screen, and particularly on the edge of the screen.

Low Cost Anamorphic Lens From Projection Optics

ROCHESTER, N. Y.—The availability of a new anamorphic lens, the Hilux 264, designed for use in small neighborhood houses, was announced by Projection Optics.

The Hilux 264 is said to have the same optical features as the Hilux-Val except that it is fixed and usable only with 2 25/32 inch or smaller projection lenses. The mounting portion of the new lens has been designed to fit into any standard 2 25/32 inch projector mount, it is claimed, and will clear all accessories on the face of some projectors. It will thread directly on the prime lens; will not require support brackets or extension tubes.

The Hilux 264 will sell for $395 a pair.

FOR THE FINEST IN SOUND
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EPRAD in-the-car SPEAKERS

THE EPRAD STAR: An economical speaker that is unsurpassed in beauty and performance. Embodies many of the features of higher-priced models and gives sound of superior quality. Has a 3½" cone and large 1.47 oz. magnet. Fiberglas case with attractive molded-in colors. Fits most junction boxes. Small and compact. Will give trouble-free service. $5.50 Per Speaker

"The Voice of the Drive-In"

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EPRAD UNIVERSAL: The world's best speaker. Sounds and works better and is easiest to service. Die-cast aluminum case. Per Speaker $7.60

EPRAD STEREO "2": A single Fiberglas case two-way speaker for stereophonic sound. Incorporates a new concept of binaural sound. Per Speaker $12.00

EPRAD STEREO "3": The finest sound ever heard in a drive-in. Single case is slightly larger than regular speakers. Per Speaker $14.75

See your favorite Independent Theatre Supply Dealer or write direct, requesting full information and literature.

A MODEL FOR EVERY NEED — EVERY INSTALLATION

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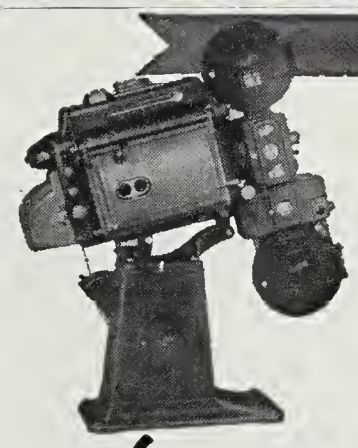

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. . . . for proof look at the terrific picture CENTURY puts on any screen under any conditions.

Then realize what this means in customer satisfaction and repeat business.

You'll like the low maintenance and ease of operation for which CENTURY holds the highest score in the industry today.

CENTURY Sound is tops (it won an Academy Award for unusually high fidelity)—leave it to your patrons to appreciate this!

In other words, see and hear CENTURY to see what we mean.

See your CENTURY dealer or write:

CENTURY PROJECTOR CORP.
NEW YORK 19, N. Y.

Entertainment, Plus

(*Continued from page PT-12*)

ing is a 60-foot patio. Flanked by a number of colorful pink and yellow chairs, this area also features a juke box and space for dancing before the show.

In addition to this patio area, the management has seen to it that there are plenty of facilities available to make a visit to the theatre a pleasing one. A number of shuffle board courts have been built directly below the screen tower. Tables with colorful beach umbrellas and chairs are also provided so that a patron may use the recreational facilities, or just sit with something good to eat and drink, and be a contented spectator.

For those so inclined, horseshoe pitching pits have been installed, with plans already underway to conduct tournaments. The management also announced that it will, in the near future, build a children's sail boat lake behind the rear ramp.

Playground

Realizing full well the importance of this area, the operators of the Bay Shore Sunrise have built a large playground, occupying over 10,000 square feet behind the concession building, and equipped in a manner that will keep little Johnny and Mary occupied for hours.

All the playground equipment was furnished by the Miracle Equipment Company, Grinnell, Ia., and includes swings, slides, see-saws and other standard pieces of equipment. In addition to this, the youngsters can enjoy themselves on a motor-driven merry-go-round. The largest piece of equipment in the playground is the Miracle Star-Gazer ferris wheel, which, with its bright pink seats and black and white candy stripe design, helps to create a carnival atmosphere.

The playground area fence is made up of wooden cutouts of famous cartoon and story-book characters familiar to all children, and painted in colorful shades of red, white and blue. One of the theatre staff members dresses himself as Mikko the clown and helps amuse the children.

Projection And Sound

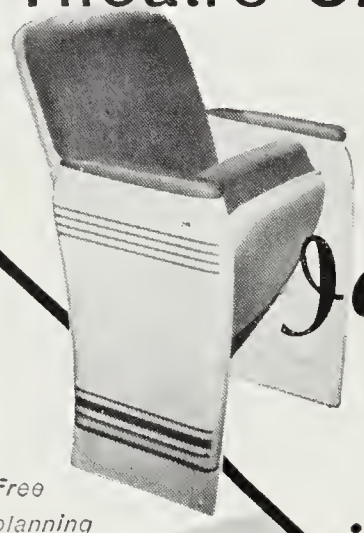
The projection booth is located on top of the concession building, and is equipped with the latest projection and sound equipment, making it possible for the theatre to show films in CinemaScope, VistaVision, and other wide screen systems.

The air and water cooled Motiograph projectors and the Ashcraft Cinex 170 arc lamps are able to paint a clear and brightly lighted image on the screen 440 feet away. Power is supplied by a 40 horsepower generator said to be able to deliver a maximum of 400 amperes.

The RCA sound system is able to reproduce either optical or magnetic sound, and pipe it to the Ballantyne speakers

(*Continued on next page*)

The Widest Line of Theatre Chairs



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Free planning service.

- The lowest priced to the most luxurious.
- Sturdy cast iron and/or steel.
- Comfortable full-upholstered, padded or spring backs and seats.
- Beautifully styled end standards.
- Upholstering materials, finishes and colors for every taste.

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IDEAL SEATING COMPANY
Grand Rapids, Michigan

Stage Stuck?...!

WE have curtain tracks and machines designed to meet every theatrical need.

★ **Curtain Tracks.** The heavy duty SILENT STEEL for lengths over 36 feet. BESTEEL for medium weight curtains up to 36 feet. FENESTEEL drapery track for long windows up to 36 feet. CURVED TRACK especially designed for CinemaScope; in medium and heavy duty models.

★ **Curtain Machines.** Automatic and Manually operated "Stop, Start and Reverse" controls with limit switches. Autodrape, Silver Service and Hercules standard controllers, and lift machines.

For more information . . . write Dept. PT-2

AUTOMATIC DEVICES CO.
2121 South 12th Street Allentown, Pa.

Manco-Vision Screen Gives Good Results

BUTLER, WISC.—The screen at the Bay Shore Sunrise Drive-In Bay Shore, Long Island, is the first installation in the east of the extruded aluminum Manco-Vision screen which was developed by the Motion Picture, Research Council.

White paint when brand new is said to have a light gain of .90, but the Manco-Vision screen, according to company president J. B. Schuyler, has a gain of 2.75 to 3.00.

To obtain the greatest results from the Manco-Vision screen, Schuyler points out that it is of prime importance, due to the reflective quality of the screen, to place it on the proper tilt in respect to the overall area of the drive-in, and the elevation of the projection booth and screen. There may be some instances, Schuyler indicated, where either a vertical or horizontal curvature may be beneficial.

In addition to the installation at the Bay Shore Sunrise, Manco-Vision screens have also been installed in drive-ins located in Texas, Louisiana, North Dakota, Montana, Arizona, Wisconsin, Illinois, and Michigan.

Pictured here is a view of a Manco-Vision screen installed in Tucson, Arizona, in which a white paint has been placed in the center of the screen, thus making it possible to see the difference in picture quality.

that are in the field. Bausch and Lomb lenses are also included in the top quality equipment used.

Promotion

Building a fine drive-in, and equipping it with the best equipment available means very little if the public is not made aware of its existence. This fact was not overlooked by Harry Birkmier, district manager for Prudential Theatres, who organized a full scaled promotion program prior to the opening of the Bay Shore Sunrise.

Heralds announcing the coming of the drive-in were placed in key spots throughout Long Island for weeks prior to the opening. Full use was made of advertisements in the metropolitan New York newspapers, as well as all of the local papers on Long Island.

The well planned program was climaxed by a gala opening night. Many local officials and celebrities were present, and a champion American Legion drum and bugle corp added their talents to the opening ceremonies.

The Seider family, owners and operators of Prudential Theatres, have done everything to make this new drive-in a success, and from the reaction of the patrons who have already attended, their efforts have not been wasted.

A number of shuffleboard courts have been constructed in front of the tower for the use of the drive-in patrons before the program starts.

DIT-MCO Offering Two New D-I Speakers

KANSAS CITY—A new and improved universal speaker and an all-metal concession speaker are now available from DIT-MCO, it was recently announced by F. W. Keilhack, sales manager.

The new DIT-MCO universal speaker is said to achieve excellent reproduction of sound in high and low tones because of the specially designed speaker unit and formed sand cast housing.

The speaker has a two-toned baked enamel finish with a white and silver front and a blue enamel hammertone back. Its speaker bracket is said to fit any make junction box now in use. A specially designed volume control is used that is completely insulated and enclosed, and shuts off completely. The control shaft is knurled so knobs are not necessary.

Included among some of the other features of this new universal speaker are a wide speaker opening that matches the size of the unit to prevent obstruction; venetian type louvres that slant downward to decrease sun and water damage; a perforated steel grill for protection of the speaker unit; a four-inch all-weather speaker unit; and back half of speaker housing and hanger bracket cast in one piece.

The new all-metal concession speaker announced by DIT-MCO was designed for inside and outside coverage of the concession building, the manager's office, the booth, and rest rooms.

This new DIT-MCO speaker may be flush mounted on the wall and the speaker leads may enter either from the rear or sides, the company explained. A special type of louvre has been punched into the face of the housing to allow the sound to pass through freely, and still protect the speaker unit.

An all-weather six by nine inch inside speaker unit is used, and the company's specially designed volume control is employed as well as a line matching transformer that is said to provide for impedence matching.

Raytone To Market Screen Coating

BROOKLYN, N. Y.—The Raytone Screen Corporation and Protective Coatings, Inc., Tampa, Fla., have joined in the marketing of Cinemaplastic screen coating, it was announced jointly by Alfred C. Bergman, president of Protective Coatings, and Leonard Satz, of Raytone. Under the arrangements made by the two companies, Raytone will now offer Cinemaplastic as a regular part of its service to outdoor theatres.

Nearly 100 drive-in theatres from California to New York have used Cinemaplastic screen coating on their towers with excellent results, it was said.

Cinemaplastic is a vinyl plastic that comes in liquid form and can be sprayed on any surface. It then dries to a tough flexible skin which adheres perfectly and expands and contracts with the surface.

According to Satz, Raytone will now back this product with the entire facilities of its own sales and advertising departments and vigorous promotions are planned.

Rectifier Brochure From Strong

TOLEDO—A new brochure on selenium rectifiers for use with high intensity projection arc lamps has just been prepared by The Strong Electric Corporation and will be sent free to anyone addressing their request to 21 City Park Avenue, Toledo 2, Ohio.

The brochure describes a full range of sizes to handle from 50 to 180 ampere single or three-phase supply.

DIT-MCO'S NEW

SINGLE STACK AND T-TYPE

Lamp House Blowers

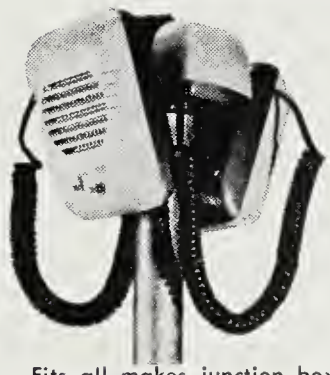
For use as an auxiliary to your present Exhaust System. Relieve your lamps of that excess dirt and heat due to higher amperes. Available in 6" or 8" pipe.

- *REDUCE REFLECTOR TROUBLES*
- *CLEAN STACKS—NO MAINTENANCE*

NEW PORTHOLE BLOWER

Designed for new wide pictures.
Keep expensive equipment clean.
Prevents dust, rain, flies, bugs and greasy lints from damaging expensive coated lens.
Operator does not have to wipe lens at end of each reel.

DESIGNED FOR BOTH DRIVE-INS AND INDOOR THEATRES



NEW STYLE UNIVERSAL SPEAKER

Attractive two-toned finish.
New designed case.
Wider speaker opening.
New slanting louvres.
Perforated metal grill.
One Piece hanger bracket.
Fits all makes junction boxes.
Top quality sound.

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Activeaire ELECTRIC TOWELS
Stop Mess and Save Money
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Good PIX? with
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They'll come anyway!

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America's Finest Speaker Belongs in YOUR Drive-In!

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IN·A·CAR SPEAKERS

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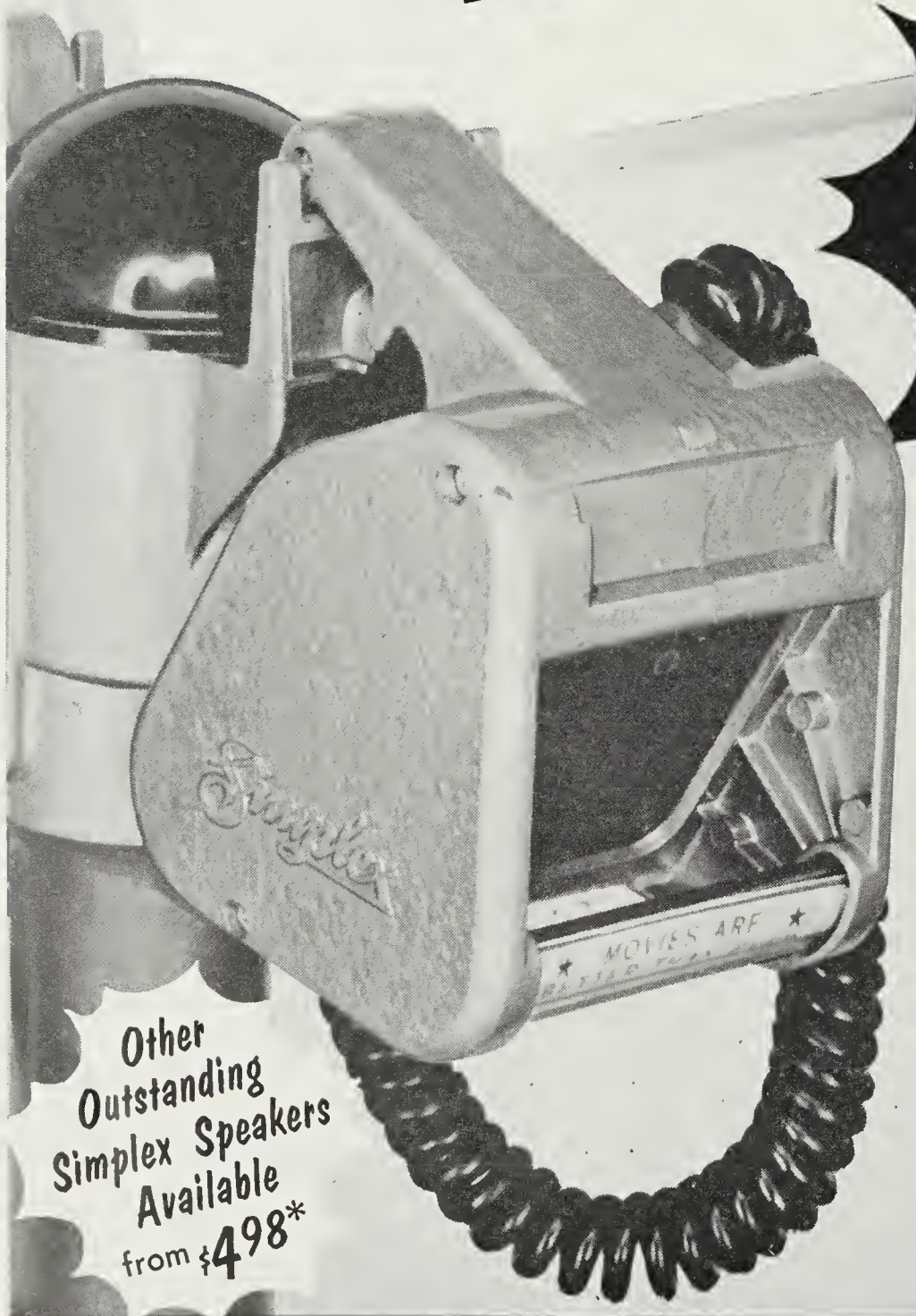
$6.95* EACH



Other Outstanding Simplex Speakers Available from $4.98*

Get Unsurpassed Quality! Perfect Tone! Proven Performance!

Rugged but light DIE-CAST ALUMINUM SPEAKER CASES . . . 4" GENERAL ELECTRIC SPEAKER UNITS (the original aluminum voice coil design)..ANODIZED ALUMINUM SPEAKER CONE PROTECTORS (the best protection against weather and vandalism) . . . FULLY RECESSED VOLUME CONTROL KNOB (it's tamper-proof) . . . BAKED ENAMEL FINISH (light silver over zinc chromate underbase) . . . STAINLESS STEEL CASE SCREWS (they can't rust) . . . ENCLOSED VOLUME CONTROL (dust resistant and it has a full off position) . . . PLASTIC HANDLE (even the children have no trouble handling the speaker).

*With straight cords. Koiled Kords slightly higher.

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NEWS OF THE Territory

BRANCHES

Atlanta

Kermit C. Stengel's resignation as president, Crescent Amusement Company, Nashville, Tenn., has been formally accepted by the board of directors. Webb Hays was appointed by the board to assume all duties incident to the affairs of the company. . . . An injuction suit filed against the censor's ban of MGM's "The Blackboard Jungle" is to be heard July 1 in U. S. District Court. . . . A. C. Sanders is the new owner of the G and M Drive-In, Slocomb, Ala., which will be renamed Ranch Drive-In. . . . N. E. Savini, Astor's special representative, is in an Atlanta hospital for an operation. . . . Don Hassler, office manager, Astor and Capital Film Exchanges, was on jury duty.

Eddie Addison, U-I, was in town for publicity work. . . . Leonard Allen, Paramount publicity chief, is back in Atlanta from Florida. . . . S. O. Jenkins, Sunset Drive-In, Brunswick, Ga., is back there after a trip to Hot Springs, Ark. . . . Leon D. Netter, Florida State Theatres president, who retires July 1, was on a business and pleasure trip to New York.

Hilda Knight, Allied Artists accounting department, is in the hospital. . . . Polly Puckett, AA booking department, is on a vacation. . . . AA branch manager Hobbs is in Florida. . . . Mattie Rollins, Columbia, is in the hospital. . . . Oscar Howell, president, Capital City Supply Company, is back at his office after a business trip.

The June board meeting of the WOMPI was held at the Atlanta Variety Club. New officers and committee heads were invited to attend and Mrs. Betty Rary presided. Bob McKee, radio station WQXI, saluted the new officers of WOMPI on his program, and Mrs. Stella Poulnot, newly-elected president, received a C and S orchid.

J. H. Harrison, Wilby Theatres, said all films shown at the Southeastern Movie Festival have topped in the national average. Most of the pictures were shown in saturation booking throughout the three-state area of Georgia, Florida, and Alabama. . . . The long-dark Fairfax, Jacksonville, will be reopened as a legitimate for plays produced by the newly formed Theatre Guild, according to Paul Geisenhof, guild director. . . . Thomas G. Coleman, Ritz, Anniston, Ala., had new carpeting installed by the Wil-Kin Theatre Supply Company, Atlanta, as well as new drapes, which make the theatre very attractive.

The new Colonial Drive-In, Orlando, Fla., is managed by owner Allen F. Horton who, for the past six years, managed the Orlando Drive-In. The new ozoner is modern in every respect, and Horton says he will turn the facilities over to a church for Sunday morning services. . . . The

Phillip Nance, manager, Village, Raleigh, N. C., is seen as he recently received from Governor Hodges his "Go to the Movies" proclamation. Many theatres throughout the state have participated in the campaign.

Martin Theatre has taken over, from John Cristo, the Wayside Drive-In, Panama City, Fla. . . . Manager Haywood Hanna, Milton, Milton, Fla., has installed a seamless wide screen.

Too much lighting on the premises of an adjacent restaurant resulted in the filing of an injunction suit against Marshall Gore by the corporation operating the Silver Moon Drive-In, Bartow, Fla. The petitioner was granted a temporary restraining order banning the use of a string of high power light bulbs in front of the restaurant. It also forbids Gore from operating any additional lights until a hearing is held and the court decides whether a permanent injunction is to be issued. According to Henry P. Trawick, Jr., attorney for the plaintiff, this is the third suit of its kind. A Pinellas County, Ga., drive-in won a similar action and so did another outdoor theatre in Massachusetts.

The Roxy, Quincy, Fla., a unit of Interstate Theatres, was damaged by fire, which started in the office, with a loss of about $1,000. The patrons left the building in an orderly fashion and no one was injured. . . . Manager Edwin W. Storey is completing the redecoration of the Grand, Huntsville, Ala. The improvements, both interior and exterior, are under the supervision of H. F. Ragsdale, Atlanta. . . . The Tropical Drive-In, Venice, Fla., has installed CinemaScope. . . . James Hart, booker, Columbia, is running for mayor of Union City, Ga. . . . C. H. Watkins, Skyview Drive-In, Oxford, Ala., has returned there after a vacation in Hot Springs, Ark., with his wfie. . . . The old Plaza, St. Petersburg, Fla., put up in the boom era by the late George S. Gandy, is being demolished.

Management Changes Hands In Six Georgia Drive-Ins

AUGUSTA, GA. — The Georgia Theatre Company last fortnight took over management of three more drive-ins, the Sky View, Forest Hills, and Bon Air, bringing all six local ozoners into their field. The company also operates the roofed Miller and the Modjeska.

John H. Stembler, GTC president, announced that the circuit has closed three drive-ins, the Augusta, Bon Air, and the Clover and Leaf temporarily. The others will continue to operate with more frequent program changes and better pictures.

Only the management of the theatres is involved, according to Stembler. Vincent Cassella, Harry Dennis, and John Marcus retain ownership of the Bon Air, and Donald Beard, the Sky View and Forest Hills.

Charlotte

Ira S. Meiselman, son of Mr. and Mrs. Herman Meiselman, has received an award for the highest academic average in the Junior School at Admiral Farragut Academy, Pine Beach, N. J., during the last marking period. . . . Central Avenue Day, a project of the Central Avenue Business Club, is scheduled for June 23 with the stores in that area remaining open from 9 a.m., until 9 p.m. A special feature, according to W. Faison Barnes, president, will be the awarding of a weekend at the Waldorf-Astoria Hotel in New York City, three days and two nights with travel via Eastern Air Lines. Another special feature will be free movies in the morning for the children at the Plaza, free ballons, special bargains at the stores, and free return trips on bus tickets which have been validated by stores in which patrons have shopped. The object of the special day which the club hopes to make an annual event is to let the people become acquainted with what they can get in the Central Avenue area. The Plaza is owned and operated by Consolidated Theatres, Inc.

June 4 was Kiddies Day at the Carolina. A crowd of about 700 youngsters, anticipating 13 cartoons, a comedy, popcorn, ice cream on a stick, and candy, overflowed the sidewalks singing "Davy Crockett." Doors were due to open at 9:30 a.m. for the 10 o'clock show. Manager Kermit High stood out front and apprehensively surveyed the bedlam. Emblazoned on the marquee above him were the words, "Violent Saturday, the day all Hell breaks loose."

Nancy Wilson, MGM chairman, service committee, did a bang up job of getting the WOMPI out to Paramount exchange for a sewing bee on the project of making the needed smocks for the girls at the Crittenton Home. Aiding were Mrs. Myrtle Park, president, Paramount; Mrs. Mildred Hoover, recording secretary, Paramount; Mrs. Mildred Warren, treasurer, 20th-Fox; Mrs. Eleanor Helms, Paramount; Mrs. Jerry Wisdom, Paramount; Patsy Griffin, Paramount; Margaret Raines, Theatre Booking Service; Mrs. Rebecca Miller, National Screen Service; Mrs. Mack Wess, Allied Artists; Mrs. Margaret Brown, MGM; Clarinda Craig, MGM; Kathleen Ferrell, U-I; Jo Williams, U-I; Mrs. V. T. James; Rose McIlroy, MGM; Betty Beatty, MGM; Mrs. Verdah Looper, Screen Guild; Mrs. Beuna Wheeler, Warners; Mrs. Thelma Culp, Warners; Mrs. Lottie Short, Paramount; and Annie Mae Williams, correspondent, MOTION PICTURE EXHIBITOR.

Jacksonville

Still fresh and attractive after 39 years in the motion picture industry, Mrs. Lillian Parker was honored by theatre managers and home office personnel of Florida State Theatres upon her retirement as man-

ager, Brentwood. Honoring Mrs. Parker at a luncheon were J. L. Cartwright, FST district supervisor, Daytona Beach, who served as toastmaster, Robert Heekin, Edith Smith, Mark DuPree, and French Harvey, from the FST home office, and theatre managers Hal Stanton, Edgewood; Tim Crawford, San Marco; Joe Charles, Capitol; Bob Greenleaf, Brentwood; Al Hildreth, Arcade; George Krevo, Palace; John Thomas and Becky Roberts, Imperial, and Jerry Earnest and Jim Lewis, Florida. A set of luggage was presented to Mrs. Parker as a parting gift.

Martin Burnett, Columbus, O., central district supervisor, Loew's Theatres, was here to supervise arrangements in connection with Loew's acquisition of the Normandy twin outdoor, north Florida's largest drive-in, with a capacity of 1,350 cars. Burnett said that James Carey, Evansville, Ind., was expected to take over management of the Normandy for Loew's on June 17. The present manager, C. H. "Danny" Deaver, who has been in charge of the Normandy since it opened more than five years ago, has not yet announced his plans for the future.

The 1955 Florida Legislature passed only two laws which affect motion picture exhibitors, advised LaMar Sarra, legistlative chairman, Motion Picture Exhibitors of Florida, in a lengthy report to Jerry Gold, MPEOF president, and the membership. Beginning July 1, Sarra stated, the State admission tax on "free passes" will be ended and the present exemption from the three per cent state sales tax on candy priced at 50 cents or less has been reduced, so that the exemption will apply only to candy selling for 25 cents or less.

New Orleans

C. J. Briant, MGM branch manager, and distributor area chairman for the Will Rogers Memorial Hospital campaign, is pleased over the large turnout of branch managers. film buyers, bookers, salesmen, exhibitors, and circuit heads who gathered at the 20th-Fox screening room for the hospital closed circuit telephone broadcast from New York to discuss the one-day audience collections to be made in theatres throughout the territory during the week of August 15. Among the out-of-town exhibitors present were Lefty Cheramie, Rebstock, Golden Meadows, La.; Lewis Cox, Bayouland Drive-In, Barton, La., and Cox, Pierre Part, La.; Dick Guidry, Star, Galliano, La.; A. J. Rosenthal, Alexandria, La.; E. R. Sellers and Milton Guidry, Yam Drive-In, Opelousas, La., and L. C. Downing, Haven, Brookhaven, Miss.

Tom Neely, Sr., National Theatre Supply, A. J. Rosenthal, Joy Theatre, Alexandria, La., John Kenlo, Kenlo Productions, Alexandria, La., rate a thank you for subscriptions to Motion Picture Exhibitor.

Paramount Gulf president Gaston J. Dureau, Jr., and wife Dixie staged a surprise birthday party at their summer residence, Pass Christian, Miss., for F. F. Goodrow, independent film exchange operator. Among the guests attending were Paramount Gulf film buyer and booker J. T. Howell and Mrs. Howell, Theatre Service Company head Page Baker and

Asa Booksh, manager, RKO Orpheum, New Orleans, meets up with Fess Parker, who made personal appearances in connection with the recent opening of the Walt Disney-Buena Vista film, "Davy Crockett, King of the Wild Frontier," in which he stars.

Mrs. Baker, Lippert exchange owner Harold Cohen and Mrs. Cohen, Ed Langhetee, Transway, and Mrs. Langhetee, and Allied Artists manager Henry Glover and Mrs. Glover.

Notice of dissolution of its charter of incorporation has been filed by S and L Theatres, Inc., with the secretary of state office in Baton Rouge, La.

The swarm of mosquitoes which recently invaded New Orleans played havoc with the many outdoor amusements. However, the management of drive-ins, including the Airline, Do Drive-In, Gretna Greens, Marrero, Skyvue, Crescent, and St. Bernard, report that the pesty invaders deserted them due to the patron's bombardment with "Pic."

Bill Keith, former exchange staffer here, and now with 20th-Fox, Dallas, returned for a visit. . . . Pittman's neighborhood Delta is closed temporarily for remodeling. . . . Joy Theatres office manager Harold Shambach and family motored to Colorado Springs, Colo., for a 10 day vacation. . . . Thank you, Mrs. Gene Barnett, Bri-mont's secretary, and newly elected WOMPI president, for joining the large family of Motion Picture Exhibitor readers. . . . Mr. and Mrs. John Grainger planed to Nashville, Tenn., for the wedding of their nephew Richard McClary and Mary Ann Harrison. Grainger is office manager, Columbia.

Linda Lazarus, daughter of Mr. and Mrs. Isadore Lazarus, Lazarus Theatres, graduated cum laude from Smith College, Northampton, Mass. . . . Hector Naquin said that business has been very good at the Lane Drive-In, Arnaudville, La., which he recently opened. . . . Southeastern's Ruth Toubman and sister are taking a leisurely look at Gotham and nearby resorts. . . . MGM salesman Cy Bridges and his wife chose Houston for their vacation spot, to visit with relatives. . . . 20th-Fox exchange personnel excursioned to Star Route Farm, Bay St. Louis, Miss., for their anual one day outing.

Marcia Artigues is a newcomer in the 20th-Fox cashier department. . . . Mrs. Julian R. Stevens motored here from Leesville, La., to visit with her husband, who has temporarily taken over the secretary's post at Stevens, recently vacated by Mrs. Tony Loiacano.

Florida

Miami

Hal Hornstein, Joe Hornstein, Inc., reports the installation of equipment in the Marathon, Marathon, Fla. . . . Vacations were being enjoyed by Helen Porter, secretary to Wometco co-owner Sidney Meyer, Phylliss Williams, Wometco booking office, and Beth "Pete" Gordoni, secretary to Stanley Stern, head, Wometco real estate department. . . . The Regent, in the Allapattah neighborhood, has been completely reconditioned and Florida State Theatres is offering a first prize of a season pass for a new name for the house. . . . Joe Mallah was back at work in the Wometco accounting offices after a leg operation.

Mitchell Wolfson, Wometco co-owner, was awarded the degree of Doctor of Laws in honor of his contributions to the community by the University of Miami at their commencement ceremonies. University president, Jay F. W. Pearson, conferred the degree. . . . New at Wometco is Corinne Kramer, replacing Clara Williams in the accounting offices. Clara has been promoted secretary to C. J. Achee, comptroller. . . . Vacationing managers included Tom Rayfield, Carib, Miami Beach, Fla. . . . The Tower had a "School's Out" show, with free admission to the youngsters paid by a local savings and loan association.

New officers of the Wometco Troupers Club were elected. Ashley Dawes, WTVJ, is president; Martha Wolfe, payroll, vice-president; Pat Isaacs, WTVJ, secretary; Lou Brooks, WTVJ, treasurer, and Billie Wall, accounting, assistant treasurer. Directors are Ed Rainey, Ed Reed, Bernie Rosen, and Ruth Jones, Jim Cooley, and Spear Carrier, all of WTVJ.

Eric Uuttu, Wometco art shop, is now a two-gallon member of of the blood bank. . . . Alfred Van Allman, Surf, Miami Beach, Fla., employee, won a music scholarship to the University of Miami. . . . The staff of the Sunset, South Miami, Fla., held a going-away party for fellow-employee Bernard Cusano, who returned to his home in New Jersey.

Wedding bells will ring for two Strand employees, James Wyche and Peggy McLeod.

North Carolina

Durham

Mayor J. Garner Bagnal, Statesville, N. C., promised to call a city-wide referendum on legalizing Sunday movies after A. Fuller Sams, president, Statesville Theatre Corporation, announced that he would show a Sunday movie despite an ordinance passed in 1947 prohibiting them. After the mayor agreed to a referendum as "the only fair thing to do," Sams called off the scheduled show. He said plans for the Sunday showing were prompted by suggestions from "numerous people" during the past 18 months. The City Council, at the mayor's request, later set August 9 as the tentative date for the referendum.

NEWS OF THE Territory

BRANCHES

Cincinnati

T. O. McCleaster, 20th-Fox division manager, and Glen Norris, eastern sales manager, were in town to help promote "Seven Year Itch," at the Albee. . . . Abe Bernstein, of United Artists publicity, was in, also, to set up bally for "Not As A Stranger." . . . Paul Gregory, producer of UA's "Night of the Hunter," stopped on his promotion tour. . . . Phil Fox, Columbia branch manager, and Herbert J. Gillis, Paramount branch manager, were in Springfield, O. . . . George A. Kirby, Republic branch manager, went to Columbus, O., on business.

Phil Chakeres, president, Chakeres Circuit, Springfield, O., and chairman, exhibitor division, Will Rogers Memorial Fund, was in for a closed circuit telephone conference. . . . James S. Abrose, Warners branch manager, is the fund's distribution chairman in this area. . . . Frank W. Huss, III, son of Frank W. Huss, Jr., president, Associated Theatres, has completed his army service and plans to enter the Medical College of the University of Cincinnati.

James V. Frew, U-I district manager, invited members of local women's clubs and the PTA to a preview of "The Private War of Major Benson" at the Albee. . . . Pleading guilty of assault to rob, a youth was held in Criminal Court for investigation. He said that drinking prompted him "to pull a joke" when he attempted to rob the Capitol boxoffice on April 11.

Herman Hunt, local exhibitor, and his wife have returned from a trip to Hawaii. . . . Vacationing were Harry Sheeran, city salesman, and Vincent Jacob, shipper, MGM; Betty Robinson, inspectress, and Joe Jungling, shipper, Paramount; Leonard Katz, head booker, RKO; Bonnie MacNiele, receptionist, and Mary Whalen, cashier, UA, and Eleanor Inkrot, booker, Warners. . . . William Burns, Warners head booker, has resigned. . . . Helen Simon is a new clerk at UA.

Cleveland

Theatre attendance has dropped consistently ever since Easter, local exhibitors say. While they are accustomed to a summer drop, they are feeling it more this year because it started earlier than usual. One exhibitor foresees the closing of several thousand theatres during the coming year, he claims that only the deluxe houses will survive.

In Akron, a Beacon-Journalist, Sydney J. Harrus by name, in a recent column really lit into the motion picture industry. Under the heading NO BUSINESS LIKE SHOW BUSINESS, he says, among other things: "No other business has partners who haven't spoken to each other for years; no other business is so riddled with law-suits, claims and counter claims, broken contracts, dishonored obligations, threats, curses, feuds, and interminable petty bickerings; no other business could treat its customers so cavalierly and get away with it; no other business entrusts its solvency to one personality whose whims can wreck the entire structure of an organization; no other business is so cruel to the people it no longer needs; no other business engages in so much public boasting about its big heart and indulges in so much private malice with its little head; no other business is so frightened of the new, the novel, the different; no other business (with the possible exception of commercialized sports) is so infested with characters who have crawled out of the woodwork to live in rich parasitism on the bodies of talented individuals; no other business tells such extravagant lies about the prices it pays, the salaries it gives, the hardships it endures and the sacrifices it makes for the community; no other business is so chaotically unplanned to meet future contingencies or to anticipate changing public standards and demands; no other business spends so much for propaganda and so little for research into basic needs and defects of the industry; no other business so ruthlessly exploits the young, the ignorant and the emotionally underprivileged, with such bland disregard for the canons of taste and decency; no other business is so impervious to and resentful of even the best intentioned criticism." The article concludes, "There's no business like show business, and it's a good thing there isn't."

The Toledo Drive-In, between Toledo and Sylvania, has resumed, for the third year, it's policy of holding church services every Sunday morning at 8 a.m., under the sponsorship of the Lutheran Men's League of Greater Toledo.

Recent weeks saw a lot of personnel changes along Film Row. After ten years in the exhibition field as owner and manager of theatres in Kenton and Wauseon, Rudy Norton returns to distribution sales; now he is with United Artists, taking over the territory covered by Jack Share, who resigned to take on a less arduous job in another field of endeavor. . . . Virgil Jones has been promoted by Warners from booker here to salesman in the Boston office. But before reporting to his new headquarters, he is taking time out for his marriage to Anne Walker, Columbia office manager and head booker. . . . Lester Dowdell, out of the business the past few months, succeeds Jones at Warners. . . . In another shift, Paul Hartnett resigned as Republic booker. His successor is Tony Reinman, erstwhile with United Artists.

George Jessel was in to autograph his new book in Halle Brothers book department. . . . M. B. Horwitz, Washington Circuit head, postcards from Israel that he copped first prize in the first international putting contest ever held there. . . . Nadine Pollov, MGM bookers' secretary, married Victor Morrison and left for a honeymoon in Florida. . . . A bride-to-be is Johanne Alcorn, Columbia assistant cashier, who has issued invitations to her wedding July 2 in St. Stephen Church. . . . Fess Parker, of Davy Crockett fame, was in town on a personal appearance engagement. In addition to appearing on the RKO Palace stage for two performances, he appeared in the Higbee Company's accessories departments.

From the musicians' convention headquarters in the Statler Hotel, it was learned that a drive to seek the repeal of the 20 per cent cabaret tax has been initiated, and a program is now being worked out for every local to lend its weight to the drive. One of the officials said the union will welcome help from exhibitors, from COMPO, and from anyone who feels the urge or the necessity to wipe this tax off the books because, it is claimed, it has caused great unemployment among musicians.

Lita Stecker, daughter of Sam Stecker, Associated Theatres Circuit, has announced her engagement to Alan Cohen of this city. . . . Funeral services were held last week in Toledo, O., for Miss Matilda Winterhalter, who for some 16 years was connected with the concession stands of the Rivoli and Pantheon. . . . The Deshler, Deshler, O., will close during July and August. . . . Other area closings include the Wayne, Wayne, O., and the Grand Rapids, Grand Rapids, Mich.

Detroit

Erwin H. Pollard, long connected with the movie industry, has left United Artists here to take over operation of a drive-in in Cleveland. Pollard recently moved to Detroit from Cleveland and is now contemplating staying in Cleveland and making his home there.

Bill Green, Music Hall, arranged "Swiss Night" at "Cinerama Holiday" with yodeling and dancing featured. Swiss families of Detroit were invited to attend. Members of the Swiss Society of Detroit, Swiss Ladies' Federation, and the French Swiss Club attended in native costumes. Green also has been passing out bubble gum to customers so they won't get seasick during the bobsled sequences of the film.

Underprivileged children have been enjoying thmselves at theatre parties under the auspices of the Variety Club of Detroit. William Wetsman, club executive board, and owner, Westown, has been in charge.

Jack Hebert, Paramount booker, has returned from a Florida vacation. . . . Ronald Cook is handling publicity for Warners in the Detroit and Chicago area. . . . Paul Gregory, producer, was in Detroit for a visit and interview by press representatives.

Interests in Sterling Theatres, headed by Paul Broder, have been bought by Arthur Weisberg. Broder, also head of Realart, has been active in the construction business in Detroit. Under the transaction, Weisberg becomes sole owner of a dozen local theatres.

A sea of nearly 20,000 coonskin caps covered the main street in down-

town Detroit when an army of small fry turned out to greet their idol, Davy (Fess Parker) Crockett, and Buddy Ebsen at the J. L. Hudson Company. Parker and Ebsen made several television and radio appearances.

Pittsburgh

John W. Mamula, assistant Allegheny County solicitor who started as a Film Row employee, is convalescing after an operation. He was a brother-in-law of the late Leo Wayne. . . . Harris Amusements will observe the golden anniversary of the Nichelodeon with the world premiere of MGM's "The Cobweb" on the agenda, besides Hollywood guests including George Murphy and Dan Dailey. . . . The Al Levy testimonial banquet in Hotel Roosevelt brought out 125 of his friends and associates. The former 20th-Fox district manager who was transferred to Boston was gifted with a silverware certificate presented by Bert Stearns, Co-Operative Theatre Service head. . . . The MGM Club will hold its annual picnic June 27 at South Park. . . . Dick Cvetic, assistant manager, Stanley, and Gloria B. Falgione were married in Immaculate Conception Church.

Berlo's initial cafeteria-style concession will be at the Tristate Drive-In, near Slovan, which Dan and Tony Mungello expect to have ready for an early opening. . . . Frank Michaels, whose father operates the New Rex, flew to Italy and his new post with the State Department at the U. S. consulate in Naples. . . . Sidney Soltz, who runs the Rumba with his father, Jake Soltz, was in the Montefiore Hospital with nervous exhaustion, and doctors ordered him to go on a long vacation as soon as possible.

Screen Guild salesman Hyman M. Wheeler announced the engagement of his daughter, Jacquelyn, to Marvin Stein. . . . Diana Rubinstein has announced her engagement to Arthur Stern, Associated Drive-In Theatres.

RKO secretary Eve Elman's son, Marvin, was elected vice-president of the Rodeph Shalom Temple Alumni Association. . . . The base of the large screen tower building at the Tri-State Drive-In, near Slovan, will be finished as six motel rooms, according to owners Tony and Don Mungello, Burgettstown. . . . Zay Bass, former manager, Family Drive-In, New Kensington, is now an auto salesman in Miami. . . . Alden Phelps, Waterford drive-in owner, and Erie County Democratic chairman, is calling a meeting to ask for a vote of confidence to continue as party leader. . . . Bill Graner, Allied Artists booker, is observing his 40th year in the industry. . . . The anti-trust case of the Eastwood against film distributors and Stanley Warner Theatres, on file in Federal District Court for a number of years and due for hearing June 6, has been postponed again. . . . For more than 50 years the Fulton has had the same marquee, but now there will be a change. A new marquee will feature five-foot high neon letters facing the Allegheny River and the northside.

The Kittanning Union school district has reenacted its ten per cent amusement tax. The amount of $13,500 will be the result of the Ambridge school board's proposed budget for the new school year. . . . A lone gunman, wearing dark glasses, forced Mrs. Thelma Volpe, cashier, Rainbow Garden Drive-In, White Oak, Pa., to hand over about $200 in receipts. . . . The winner of the Democratic nomination for justice of the peace, Lower Burrell Township, was Joseph Cevario, former owner, Valley, Brackenridge, Pa.

Exhibitors Service filed suit for $545 against Alden W. Phelps, Waterford, Pa., outdoor theatre owner, claiming that he had not paid for film delivery service from May to September last year. . . . Alexander Theatre Supply sued Alden Phelps, Sunset Drive-In, Waterford, Pa., for $300.

Kentucky

Somerset

The Virginia and Kentucky, joining in the 50th anniversary of the Nickelodeon and the birth of the movies, garnered some nice front page publicity in the Somerset Journal.

Ohio

Columbus

Martin C. Burnett, Loew's central division manager, went to Jacksonville to superintend details of Loew's acquisition of the 1350-car Normandy Outdoor Theatre from the independent Tropical Park Theatres. Mr. Burnett's office will continue to supervise operation of the ozoner.

Samuel T. Wilson, Columbus Dispatch theatre editor, was in New York seeing new films. Dean Myers substituted at the Dispatch theatre desk. . . . Mrs. Ethel Miles has inaugurated a series of Friday night 15-minute radio audience participation programs broadcast over WRFD, Worthington, from the North High Drive-In. Fred Gage is master of ceremonies and prizes are awarded to participants. . . . Those who answered a query about double versus single features, posed by Norman Nadel in his Columbus Citizen theatre column, were unanimous in favoring single bills. Several correspondents said that main features should be shown at more convenient evening times.

Samuel Hart, Columbia exploitation representative, was here in advance of "Chicago Syndicate" and "Tight Spot," at Loew's Ohio. . . . Richard Secord, who graduated last week from West Point, is spending his several weeks' leave in a vacation relief capacity at Loew's. He reports August 10 to Marianna Air Force Base, Florida. Before Secord entered West Point he was employed at Loew's.

Robert Wile, secretary, Independent Theatre Owners of Ohio, announced the addition of three new members: Mrs. Russell Mitchell, Jefferson, Jeffersonville, O., and Mr. and Mrs. Paul Orebaugh, Avon, New Vienna, O. . . . Luncheon club speaking dates in Ohio lined up by Wile include the Kiwanis Club, Bucyrus; Lions Club, Dillonvale; Exchange Club, Cincinnati, and Exchange Club, Ashtabula.

Four Showmen Promoted by SW

PITTSBURGH — Promotion of four Stanley Warner showmen and realignment of theatre districts were announced by M. A. Silver, Pittsburgh area zone chief. The selections are in line with the company's policy of advancement from the ranks and are effective immediately.

In the changes, Henry Burger, advertising director, becomes district manager for the 14 Pittsburgh city houses, the Stanley, downtown, and the deluxe Squirrel Hill art house, Squirrel Hill. A veteran of 21 years' service with the circuit, Burger will continue to serve in an advisory capacity to the advertising department in addition to supervising the in-town theatres. Burger has managed theatres in Pittsburgh and Parkersburg, W. Va., and was district manager for the circuit's Erie territory prior to becoming the advertising-publicity head in 1953.

Phil Katz, Burger's assistant, has moved into the post of advertising-publicity head. Katz has been with the company for 12 years, starting as manager, 375-seat New Oakland, in 1943, and moving in four years to the Enright, largest neighborhood house in America. He was the zone's top showman four years' running and assumed his assistant publicity post in the downtown office the latter part of 1951.

Katz' assistant will be Jules Curley, Haven, Olean, N. Y., a career veteran of 27 years. Along with his managing affiliations, Curley has also been in the advertising departments of the company in Philadelphia and Newark. He is a native of St. Louis.

Byron F. Moore, who had been temporarily overseeing Pittsburgh theatres, in addition to supervising his own 11 Main Line theatres, takes on Stanley Warner houses in Washington, Ambridge, and Donora. Among theatres he will continue to head are Stanley Warner situations in State College, Johnstown, McKeesport, and Greensburg, Pa.

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NEWS OF THE Territory

Chicago

Variety Club will hold its annual golf tournament and outing Aug. 12 at St. Andrews Country Club. . . . The Oakland, Oakland, Ill., closed for an indefinite time . . . Adolph Wertheimer, sales head, Radiant Manufacturing Company, returned from a six-week business trip abroad.

An inspiring sight in front of the Granada was the procession of 662 black-robed graduates of Loyola University, filing into the theatre for commencement exercises. . . . Wally Dort was named to the Buena Vista sales staff. . . . Alex Harrison, 20th-Fox western sales manager, visited.

Among industry men serving on the Richard J. Finnegan memorial committee are John Balaban, Tom Flannery, William Hollander, Johnny Jones, Jack Kirsch, Irving Mack, Nat Nathanson, Edwin Silverman, and Manny Smerling. . . . Sylvia Friedlen, B and K purchasing department, cruised in the West Indies on vacation.

Pleased as they were with the patronage from conventioneers attending the International Rotary, theatremen were looking forward to more good boxoffice when Shriners crowd in, beginning July 11, 50,000 strong. . . . Jim O'Riley, Kling Films director, and Cecilia Fox were wed at Holy Name Cathedral.

The big headline in the Balaban and Katz offices was that Virginia, wife of Eddie Seguin, publicity staffer, had presented him with an eight-pound son, Robert, after 15 years of marriage. . . . Winds of tornado proportions leveled the fence at the 67 Drive-In, Jacksonville, Ill. The tower and concessions building escaped damage.

The Balaban brothers have divergent views on the pay-as-you-see television controversy. John, president, Balaban and Katz, is opposed to it. Barney, in New York, who is president, Paramount, leans toward it. . . . Mrs. Cray R. Bell, who had been operating her Pix, Blue Mound, Ill., part time, closed the house.

Lester Stepner, manager, Evanston, which will be reopened July 1, will pay particular attention to youth patronage from the Northshore communities. One night a week will be designated as "Teen-Age Nite" and on Saturdays selected programs will be presented for children's matinees. Reduced admission prices will be adopted for children in certain age groups. The theatre is being modernized.

Dave Davidson, formerly with the B and K press staff, came from Los Angeles to renew acquaintances. . . . Harry R. Davis inherited a half-interest in the building which houses the Majestic, East St. Louis, Ill., left to him by his mother and an aunt. The theatre is leased by Publix Great States. . . . Nate Smith, Chicago truck driver, saw himself in "Mad at the World." Months ago he stopped to watch a local Filmakers take. The director asked him to fill in for a dice shooting scene in an alley. . . . Robert O. Deimel was named Gold Coast manager with Bert Cooper as assistant.

Good news for theatre owners is that convention attendance, 97,445 in June according to the Convention Bureau, will be up 44 per cent above that of the same month last year. Wives go to the movies while their husbands are conventionering. . . . Scenes for the Benny Goodman life story will be made here in July. Gilbert Kurland of U-I scouted the town for sites.

The police censor board finally refused to okeh "Son of Sinbad," after long deliberation. . . . The price of raw popcorn on farms, $1.38 a bushel, is down 10 cents from last year, according to the latest report from the Illinois Cooperative Crop Reporting Service.

Lester Luscas installed a 40 by 80 screen at his Allison Drive-In, Vincennes, Ind. . . . James Coston, head, Coston Enterprises, Col. Henry Crown, former Columbia director, and Lawrence F. Stern, film financier, were appointed trustees of the Cancer Research Foundation at the University of Chicago.

Harris Dudelson, midwest sales manager, Buena Vista Film Distributing Company, went through Indiana with "20,000 Leagues Under the Sea." . . . Theodore Charak, Ridge Row Drive-In manager, Griffith, Ind., was recently held up by two youths who escaped with $100.

Dallas

The Ersl Youngs, Rowley United, are vacationing in Colorado. . . . The mother of John Adams, Interstate, passed away. . . . Lurlene Wallace, U-I, just celebrated another one of those birthdays. . . . Joyce Smith, Southwestern Theatre Supply, was given a birthday luncheon by some of the girls on the Row. . . . Weldon Strelsky, Frontier Theatres, and family are on a vacation trip through Texas.

Louis Novy, president, Trans-Texas Theatres, Inc., acting for the corporation, purchased the stock interest of William O'Donnell, vice-president and general manager, and Torrance Hudgins, assistant secretary, who have resigned their positions. Novy assumed complete and active control of the company. O'Donnell and Hudgins will announce their plans at a later date. . . . Davy Crockett, in the person of Fess Parker, came to Dallas but could hardly land in the plane at Love Field because of nearly 4,000 youngsters waiting on the ramps. Parker and his co-star, Buddy Ebsen, made five stage appearances during the opening day run. Besides an overcrowded theatre, sevearl downtown department stores were reported to have exhausted their stock of coon-skin caps by the eve of Davy's arrival.

Denver

Paul Campbell, manager, Knox Drive-In, Durango, Colo., has resigned and gone to Texas to take another theatre job. Elsie Knox is managing the drive-in until son Rodney finishes a CinemaScope installation at Monte Vista, Colo., after which he will manage the ozoner. . . . Bill Prass, free lance publicity man, was seeing that Ernest Borgnine, star of "Marty," was kept busy with personal appearances. Prass is now publicizing "Not As A Stranger," which will unwind at the Paramount. . . . Paul Lyday, Fox Inter-Mountain publicity chief, went to Los Angeles to put some interest and life in the National Theatres house organ. During his absence, Alberta Pike will perform the duties of that office.

Frank Jenkins, MGM publicity man, went to Santa Fe, N. M., to assist with the MGM Workshop there. . . . Scotty Allan, Jr., North Platte, Neb., also went to Santa Fe to attend the New Mexico TOA convention and the Workshop, and from there he goes to Salt Lake City to attend the Variety Club golf tournament. . . . Mr. and Mrs. Ted Knox, Service Theatre Supply, and Mr. and Mrs. Fay Gardner, Curtis, Neb., exhibitors, went to western Colorado for some fishing. . . . Clarence Batter, booker and buyer, went to Douglas, Wyo., to confer with Lee Woods, owner, Mile High Drive-In.

The Knox, Durango, Colo., is closed. CinemaScope is being installed, and remodeling done. . . . George Weltner, Paramount sales chief, Hugh Owen, western sales manager, and H. Neal East, western division manager, were in for a day, conferring with Jim Riskette, branch manager. . . . The organizational meeting of the WOMPI will be a luncheon at the Brown Palace Hotel June 25, at which time officers and directors will be elected. Grace Folsom, Dallas, national extension chairman, will be here for the event.

Members of the Frisina Amusement Company, Springfield, Ill., who recently attended a MGM Workshop in St. Louis, are, clockwise, James Reavy, J. B. Giachetto, James Frisina, French Gallagher, Earl Stevens, Waldo Evans, Pio Pedrucci, and Carroll Moore.

All women actively engaged in film, theatre, and allied businesses are invited to attend the luncheon and to become a member. . . . Robert L. Bowlin, U-I shipper, became father to a son, Gregory Lee. . . . Robert Denshli, publicity manager, Lee Theatres, and manager, Lakewood, was married to Sharon Fellman.

Off for a sales meeting in New York were V. J. Dugan, 20th-Fox branch manager, and George Tawson, Paul Snoddy, and Dick Fulham, salesmen. . . . Gene Roberts, son of theatre owner John Roberts, Fort Morgan, Colo., is spending some time at home away from the armed services at Fort Hood, Tex. . . . Robert Walker passed through on his way home to Fruita, Colo., after speaking as a panel member at the MGM Workshop in St. Louis. . . . Norman Tripke, who has just been mustered out of the navy, has been made manager, Centennial Drive-In. . . . Herb McIntyre, RKO division manager, was in for conferences with Bill Hobson, branch manager, and Al Kolitz, district manager, after which McIntyre and Kolitz took off on a tour to the exchanges under Kolitz's direction, including Salt Lake City, Kansas City, Omaha, and Des Moines. . . . Robert W. Selig, Fox Inter-Mountain division manager, was master of ceremonies at the celebration of the completion of improvements at Stapleton Airfield.

Pete Bayes, Paramount publicity man, went to Chicago to attend the merchandising meeting. . . . Albert McCormick, formerly manager of theatres at Hot Springs for his father, the late B. P. McCormick, is reported seriously ill in a New Orleans hospital. . . . E. H. Bennington is building a 320-car drive-in, the Island Acres, Gunnison, Colo., and is aiming for a July 15 opening. . . . Floyd Brethour, MGM booker, his wife, and two sons went to Scottsbluff, Neb., to visit at the home of his parents during his vacation.

Quincy Lamer and L. M. Peterson are building a 350-car drive-in at Hotchkiss, Colo., and will open it July 1. . . . Pearl Velarde, MGM booking secretary, took off on her first flight when she enplaned for Chicago and New York to spend her vacation. . . . Robert and Facion Beck are building a 500-car drive-in at Sheridan, Wyo., and will open it July 15. It will be named the Starlight. . . . Ralph Gwynn, who operates the Park, Estes Park, during tourist season only, has improved his theatre with the addition of new Motiograph sound and projection, CinemaScope, and magnetic sound pickup.

Harold E. Brown is building a 250-car drive-in at Shoshone, Wyo., and will name it the Cactus. It will be open July 1. . . . Jerry Banta, MGM salesman, went to the west coast on vacation.

Des Moines

The world premiere for United Artists' "The Night of the Hunter" has been set for Des Moines, July 26. It is Paul Gregory's first venture as producer, and as a result the first showing will be in his home town with top officials, including the governor, to turn out at a banquet for the occasion. Chamber of Commerce

Those "Mickey Spillane Dames," Elyse Novey and Maxine Cooper, starlets on nation-wide tour to spotlight United Artists' "Kiss Me Deadly," recently huddled with Bob O'Donnell, left, and Frank Starz, Interstate Theatres, Dallas.

is helping to put on the premiere. . . . Robert L. Fridley purchased the King, Ida Grove, Ia., and appointed Jerry Crawford manager of the house.

Iowa congressmen have taken action on the handling of Paramount's "Strategic Air Command," with Rep. H. R. Gross, Waterloo, protesting to the small business committee, and Rep. Charles Hoeven, Alton, protesting to the secretary of the Air Force, Harold Talbot. Congressman Gross asked the Congressional Small Business Committee to look into the handling of the film on the grounds it was produced partly at the taxpayer's expense and not being made available to all theatres at fair and equitable rentals. Gross took action after receiving letters of complaint from the Iowa-Nebraska Allied. The congressmen indicated that committee chairman Wright Patman has directed a full investigation. Gross told Patman the picture should be utilized to its fullest for the benefit of the air force in every theatre in the country. Congressman Hoeven protested direct to Talbot, pointing out that the film was being withheld from the smaller theatres, and charging 70 per cent rentals in other houses.

Milwaukee

Eddie Safir, Walter Disney Productions, Hollywood, is a visitor on Film Row. . . . Dan Goldman, Makelin Pictures, is calling on Wisconsin territory exhibitors this week. . . . Tony Thinee, formerly manager, Davidson, is now handling one of the ticket windows at the County Stadium for the Braves baseball club. . . . Audrey Coggins, former booker, Screen Guild, gave birth to an eight-pound baby girl, named Patrice. . . . Some Wisconsin theatres which have installed CinemaScope equipment are the Mondovi, Mondovi; Home, New Lisbon; Sky-Vu, Monroe; Kickapoo, Gay Mills; Highway 16-51, Portage, and Highway 26, Janesville. . . . Sheldon Grengs' Star Dust Drive-In, Eau Claire, Wis., is donating its facilities for Sunday morning church services.

Business men of Milltown, Wis., are sponsoring free motion pictures on an outdoor screen every Friday. . . . The West Bend, West Bend, Wis., is trying a morning show for the kiddies on Saturday during the summer. . . . Spiro Pappas, Walworth, Walworth, Wis., has been appointed general chairman of the 1955 Popcorn and Concession Industries Convention and Exhibition to be held at the Morrison Hotel, Chicago, November 6 through 9. Pappas is head of Automatic Vending Corporation, Chicago.

Eddie Ashkins, formerly a film salesman in Milwaukee, is now western division sales manager for Filmakers, with headquarters in Los Angeles. He will also supervise distribution of Kranz-Levin Pictures. . . . Glen Wood, formerly booker, U-I, here, and now booker for U-I, Minneapolis, attended the American Bowling Congress at Fort Wayne, Ind.

Minneapolis

Several drive-ins have opened in the territory. Jim Randgaard, operator, Staples, Staples, Minn., opened his new Rand Drive-In, Verndale, Minn. Al Fritz, owner, Lyric, Watertown, S. D., opened the new Melody Drive-In, Watertown. Mrs. Clarence Quincer and her son, Don, opened the new Wadena Drive-In, Wadena, Minn. The Quincers also operate the conventional theatre at Wadena. Ed Sadusky, Staples, Minn., planned to open shortly his new Rapids Drive-In, Park Rapids, Minn.

Three exchanges have new booking clerks. John Kovac is the new booking clerk at Paramount, John MacPherson at U-I, and Don Levy at Columbia. . . . Ruth Walters is the new contract clerk, U-I. . . . Claire Higgins, clerk, RKO, vacationed in Winnipeg, Canada. . . . Fay Dressell, RKO branch manager, was on a sales trip in northern Minnesota. . . . Irene Efshen, cashier, National Screen, married Theodore Fraser on June 18. . . . Don Swartz, operator, Independent-Lippert exchange, is handling the distribution of "Davy Crockett, Indian Scout," a reissue, in the territory.

Ed Linder, manager, Gopher, vacationed in Washington and New York. . . . Harry Weiss, district manager, RKO Theatres, was in New Orleans on business. . . . The new Lucky Twin Drive-In, south of Minneapolis, is featuring pizza pies at its concession stand. . . . Esther Turner, office manager, National Screen, vacationed in the Twin Cities area. . . . Genevieve Dunovan, cashier, Columbia, vacationed in South Dakota. . . . Sam Idelkope, booking clerk, Paramount, is engaged to Dawn Blumberg, Minneapolis. . . . Fred Osterhage, Mason City, Iowa, bought the Fox, Nora Springs, Iowa, from Mrs. Earl Stanton. . . . Mrs. F. L. Miller has completed extensive remodeling at her Cedar, Mechanicsville, Iowa. . . . Jake Musich is carrying out extensive remodeling and redecoration at his Drake, Blackduck, Minn. . . . L. D. Gustafson, owner, Comet, Cook, Minn., was host to the youngsters at a free Disney cartoon show.

The home of Frank Bertolero, manager, Black Hills Amusement Company's Homestake, Lead, S. D., was destroyed by fire. . . . The Chief Drive-In, Willmar, Minn., rounded up a big collection of expensive prizes from local merchants for a 20-week promotion stunt. . . . Neal Mullinex is now operating the Flame, Elma, Iowa, having acquired it from Charlie Jones, Northwood, Iowa.

Oklahoma City

W. A. Rucker has closed the Grand, Happy, Tex. . . . Mrs. Delveta Armstrong, biller, Paramount, and her husband have moved into their new home. . . . Buena Vista Films has closed its Oklahoma City branch and is now operating out of Dallas. Sam Brunk, who was in charge of Buena Vista, is now with Screen Guild Productions as salesman.

St. Louis

Funeral services for William H. Hoppe, 49, one time district manager, St. Louis Amusement Company, were conducted at the Kriegshausers chapel. Hoppe started his theatrical career as an usher for the Skouras brothers at their New Grand Central at the age of 17. Later he ushered at the Missouri, which was razed a few years ago to provide parking space for theatre patrons on Grand Boulevard. Subsequently he managed various theatres in the St. Louis Amusement Company Circuit and then was advanced to district manager. A charter member of the St. Louis Variety Club and vice-president, Westborough Country Club, he was also a member of the Holy Name Society of St. Gabriel's Church. He is survived by his wife, two daughters, and a sister.

In Chandlerville, Ill., the Chan, owned by Mr. and Mrs. Russell Hill, has been closed for the summer. . . . In Elkville, Ill., the Hope, owned and operated by Luther McMurray, has been closed. . . . In New Berlin, Ill., the Rodee is to be closed for the summer by the owners, W. J. Rodell and Sons.

Clarence M. Turley, president, Clarence M. Turley, Inc., and part-owner, Ambassador and Missouri theatres and office buildings, is on the 20-member Citizens Bond Issue Supervisory Committee named by Mayor Raymond F. Tucker to supervise expenditures under the $110,639,000 municipal bond issue.

Virginia Mayo, a St. Louis lassie, will be here for the world premiere of RKO's "Pearl of the South Pacific" at the Fox on June 28. In the meantime, Dave Cantor and Ralph Bangehart have come to town to conduct the advance advertising and exploitation campaign. . . . Hall Walsh, southern prairie district manager, Warners, was in Kansas City. . . . Arch Hosier, St. Louis Theatre Supply, went to Rochester, Minn., to undergo a checkup at the Mayo Clinic.

In Litchfield, Ill., work was completed on the new giant panoramic screen at the Frisina Amusement Company's Sky View Drive-In. New projection equipment also has been installed. Since more light is needed for the wider screen, a new 30-horsepower generator has replaced the old 7-and-a-half horsepower one, while new Strong Super 135 amp lamp houses are now in use. . . . In Beardstown, Ill., the Starlight Drive-In, owned by the Pirtle Amusement Company, Jerseyville, Ill., has recently put into service its new wide-screen and equipment.

In Springfield, Ill., Kerasotes Theatres put into service the wide-screens at their 66 Drive-In Theatre and Rantoul Drive-In,

From left to right are seen Bernie Evens, Kansas City and St. Louis field press representative; Emery Austin, MGM exploitation head; and E. C. "Bill" Coleman, southwestern field division press head under Austin, at MGM's recent 21st Ticket Selling Workshop held at the Chase Hotel, St. Louis, which drew an attendance of 304 exhibitors from the territory.

Rantoul, Ill. . . . In Bunker Hill, Ill., Mr. and Mrs. Thomas Baker, managers and owners, 400-seat Sharon, recently installed a new Walker Hi-Intensity screen along with a pair of Lollmorgen lenses and other projection equipment to permit the exhibition of modern types of motion pictures.

A full attendance of officers and directors of the Missouri-Illinois Theatre Owners, affiliate of TOA, was indicated for their June 14 meeting held at "Brookhaven," the home of Senator Edward V. Long and Mrs. Long near Clarksville, Mo. Senator Long is a director of MITO and owner, Orpheum, Elsberry, Mo., and the Trojan, Troy, Mo.

M. A. Levy, Minneapolis district manager, 20th-Fox, was a visitor. . . . Some 150 men and women, including many out-of-town and local exhibitors, attended the special screening of Warners "Mister Roberts" at the St. Louis.

James Velde, United Artists' western division manager, presided at sales conferences with company sales personnel. Attending were F. J. (Mike) Lee, district manager, Bud Edele, St. Louis manager, salesmen Eddie Stevens, J. R. Pierce, and Tony Beninati, St. Louis, and Tony Tedesco and Harold Kimmell, Memphis. . . . St. Louis Loge 19, Colosseum of Motion Picture Salesmen of America, has named Robert C. Lightfoot, Allied Artists, national second vice-president, and loge president Wayne Stephenson, Paramount, to be delegates to the national convention in Los Angeles this fall. Named alternate was Amos Leonard, Warners.

Gene Beckham, National Screen Service salesman, is back on the job. . . . Sandra Craven, contract clerk, U-I, who was Miss Universal in the Miss Film Row of 1954 competition, married to Ben Herkowitz. . . . The fence of the 67 Drive-In, near Jacksonville, Ill., was leveled by a tornado. . . . Old friends along Film Row were grieved to learn of the recent death in Hardin, Ill., of Sig Holloway, who operated the old Apple Blossom there for a number of years. He is survived by his wife, two sons, two daughters, and several grandchildren.

Samuel Gorelick, division manager, RKO, came down from Chicago for the world premiere of "Son of Sinbad" at the Fox. . . . Carroll L. Puciato, president, Carroll Pictures, had St. Louis on his schedule for a current business trip that takes him from coast to coast. . . . Lawrence McDonald has closed the Prairie, Prairie Du Rocher, Ill. . . . Lester Bone, Warners manager, and Gordon Halloran, 20th-Fox manager, were in Springfield, Ill. C. D. Hill, Columbia manager, also was out in the territory several days. . . . W. K. Gleason, Warners city salesman, started his two-week vacation.

Harry Haas, Paramount manager, went to Dallas for a district meeting. . . . Edna Boyne, Paramount booker, is vacationing in the Smokey Mountains. . . . Shirley Price, Paramount's contract department, became the bride of Rudy Koehler in a ceremony performed at the Third Baptist Church by Rev. C. Oscar Johnson. Following their honeymoon, Mrs. Koehler will resume her duties with Paramount.

Nick Karakas, owner-manager, Roxy, had worked out a "Summer Movie Club Plan" through which civic, religious, and fraternal organizations, clubs, and groups seeking to raise funds can get some extra income by a cooperative plan with the theatre. . . . A. B. Jefferis recently installed a Hammond electric organ with an amplification system at his Pine Hill Drive-In near Piedmont, Mo. Sunday concerts are now a feature at the drive-in with Jeff, an accomplished pianist, at the console. The organ is located on the patio in front of the snack bar. The music is picked up by the in-a-car speakers.

"Cinerama Holiday," currently showing at the Ambassador, recently received the Christopher Award. Louis de Rochemont, Robert Bendick, and Phillipe de Lacy, directors, and Otis Carney and Louis de Rochemont, III, writers, received the bronze medallions for "the positive way they had used their talents."

San Antonio

The world premiere of Columbia's "Man From Laramie" will be held at the Majestic, July 13. Ray Murray, chief of advertising, was in to confer with Interstate officials and civic leaders on plans. Stars to be here include James Stewart, star of the film; Donal Crisp, actor; Arthur Kennedy, Pulitzer-prize playwright; William Goetz, producer; director Anthony Mann, and a quartet of movie starlets. Dave Garroway will telecast his program from the city and a kinescope of the festivities will be shown on the Steve Allen show.

Fess Parker, a former Texan, arrived in a motorcade from Austin, Tex., to appear on the stage of the Majestic in conjunction with the opening of the Walt Disney film, "Davy Crockett, King of the Wild Frontier." He was joined by Buddy Ebsen, who also appears in the picture. In the motorcade were RKO officials Charlie Levy, Ed Terhune, and Doug Desch, and Interstate Theatre executives Frank Starz and Raymond Willie, from the Dallas office.

Jack Webb is scheduled to open his tour here on July 27 on behalf of his latest motion picture, "Pete Kelly's Blues." With him will be his wife, Dorothy, and Richard Breen. . . . J. V. Boyle, Columbia, Dallas, was a recent visitor. . . . A. D. Deason, assistant city manager, Interstate Theatres, Houston, Tex., was transferred to Dallas as assistant to Joseph Jackson, new head of Interstate booking department. . . . A new sound system has been installed in the American, Bonham, Tex., according to Bob Euler, manager. . . . The Varsity, Fort Worth, Tex., was robbed of $433. Thieves gained entry to the office by chopping a hole in the roof. . . . Gene Haubner, manager, El Lasso, Uvalde, Tex., announced a series of special shows for children during the summer.

A near-record number of exhibits are expected in a multi-million dollar damage suit scheduled for trial in Federal Court, Houston, Tex. The suit was filed by I. B. Adelman, owner, Delman, Houston, who is seeking treble damages under the anti-trust acts from Paramount, Loew's, Columbia, RKO, Universal, Warners, United Artists, and the Interstate Theatre Circuit. Adelman alleged that Interstate and the major producers conspired to exclude the Delman from the right to negotiate for top bookings of motion pictures. At a pre-trial hearing, attorneys reported that 12,000 individual exhibits of photostats and microfilms had been taken from the files of the defendants. Some 6000 pages of oral testimony have already been filed in the case.

B. T. Holt has been named manager of the Ford, Rankin, Tex. He was formerly manager, Ford Drive-In, McCamey, . . . The Rose Garden Drive-In, Tyler, Tex., operated by the Fry Circuit, was badly damaged by a windstorm. The screen tower was blown down with most of the fencing. . . . Danny J. Botkin has moved from assistant chief usher, Majestic, Houston, Tex., to the post of assistant manager and treasurer, Yale, Houston.

"Adventureros" is the title of a new series of films to be released by Casa-Mohme film exchange. Eddie Edwards, booker, says the series are westerns. In the fall another series is to be released based upon the story of Pancho Villa.

Seattle

Panel members for MGM's Ticket-Selling Workshop here included Seymour Morris, advertising and publicity director, Schine Theatres, Gloversville, N. Y., making his first Workshop appearance according to Mike Simons, director of customer relations. The Seattle forum was the 23rd in the series. Andy Sullivan, city manager, Dixie Drive-In Theatres, Savannah, Ga., was drive-in panelist. Lou Brown, director of advertising, exploitation, and publicity for Loew-Poli New England Theatres, with headquarters at New Haven, was big-town theatre panelist, and representing the small-town exhibitors' viewpoint was L. J. "Bill" Williams, Union, Mo., who served on several important Workshop panels. Emery Austin presented MGM's 33 exhibitor aids, assisted by Ted Galanter, field press supervisor for the west coast division, Alan Weider, Seattle

Ernest Borgnine, seated, star, United Artists' "Marty," recently met exhibitors from the San Francisco area while visiting the exchange there. Standing, left to right, are David Bolton, Bolton Circuit; Roda Harvey, Westland Theatres; Robert Broadbent, manager, United Artists Theatre; Gerald Hardy, Hardy Theatres; Rotus Harvey, Westland Theatres; Homer Tegtmeier, B. F. Shearer Company; Frank Harris, UA San Francisco branch manager; and Frank Harr, UA branch sales manager.

representative, and William Blake, San Francisco. MGM's Seattle branch manager, Sam Davis, was host, assisted by salesmen Arney Eichenlaub and Harry Landstrom. He introduced branch managers Lou Amacher, Portland, and Charles Ramage, Vancouver, British Columbia, Canada, who were present at the head of a delegation from north of the border, which included salesman Harold Jackson, Vancouver, and approximately 35 exhibitors from the Vancouver territory, among them a notable representation from both Famous-Players and Odeon circuits. Portland salesmen who participated in the meeting were Joe Warren and Larry Moran. West coast division sales manager George A. Hickey came to Seattle from his Los Angeles headquarters to attend the Workshop, the second in his division. The first was on May 10, at Billings, Mont., and another, the final meeting in the series of 24, was scheduled at the St. Francis Hotel, San Francisco, on June 20. Coca Cola again played luncheon host at the Seattle and San Francisco sessions, making a total of 19 Workshop luncheons to be sponsored by the soft drink company.

This group of exhibitors recently attended a trade screening of Warners' "Mister Roberts" at the Centre, Salt Lake City. From left to right, back row, are Ray Hendry, John Krier, Erick Peterson, Ken Hopkinson, Sid Cohen, Dave Edwards, Phillip Speckhart, Dick Frisbee, and Otto Jorgenson; and, kneeling, left to right, are Jack McGee, Bob Workman, D. Shiner, and Ralph Pizza.

A Variety Club organizational dinner was held at the New Washington Hotel and attending was a representative of Variety International as well as exhibitors throughout the state. Plans for the affair were worked out by committeemen Glen Haviland, Fred Danz, Junior Mercy, Hall Baetz, Bud Saffle, and Ed Cruea. . . . Elizabeth Berg, former secretary, Theatre Owners of Washington, Northern Idaho, and Alaska, has taken a position with the Lathrop Circuit in their local office of Midnight Sun Broadcasting Circuit located in the White Henry Stuart Building. The Lathrop Circuit, under the direction of Miriam Kinsey, has theatres in Alaska and also operates two TV stations and four radio stations in the northern territory.

Zollie Volchok, Northwest Releasing, returned from a trip to Los Angeles where he spent three weeks conferring with producers, including Bob Lippert and his associates; Filmakers, represented by Ida Lupino, Collier Young, Hal Chester, and president Irving Levin; Fred Stein, Eden Ventures, and Krogger Babb, Hallmark Productions, as well as other personalities, with regard to production and distribution. . . . The new Starlite Drive-In, owned by Carl Porter, Kalispell, Mont., opened. The 250-car airer was completely equipped by National Theatre Supply, Seattle, with Bill Stahl handling the sale. Equipment includes Simplex XL projectors, Simplex XL sound, and Peerless Magnarc lamps, making it one of the most modern around.

John Riley, NTS, supervised the installation of equipment at the new Big Bear Drive-In, Paulsbo, Wash., owned by Joseph and Thure Lilquist and Bill Haugan. The 300-car drive-in opened with Simplex XL projectors, Simplex XL sound, National Excelite lamp houses, and Jewel Tone speakers supplied by Beverlite Corporation, Los Angeles and distributed by National. . . . Peter Barnes was in from Chelan, Okanogan, and Croville, Wash. . . . Word was received that the wife of Lawrence Gillespie, former theatre operator in the Okanogan area, died.

Jim Brooks, 20th-Fox office manager, attended the Washington State graduation of his daughter, Patricia. . . . Don Glover is out of the theatre business after 25 years, having sold his Audeon, Pullman, to the Vance Weskils, who are closing the house for the summer season. . . . Jack J. Engerman, Northwest Releasing, is on a trip to Canada where he is finalizing Canadian distributorship.

Northwest Releasing Corporation is now part of a national distributing company formed for the distribution of Hallmark product and has recently acquired the territories of Portland and Seattle, Denver, Salt Lake City, Omaha, Des Moines, Minneapolis, and all 10 provinces of Canada. The purpose of this national organization, known as "The Big Six," is to distribute Hallmark's road show attractions, plus current and new product, in U. S. and Canada. Other firms in the combine, in addition to Jack J. Engerman and Zollie Volchok, include distributors in Dallas, Los Angeles, Chicago, and New York.

NEWS OF THE Territory

Boston Crosstown

The honorary degree of Doctor of Science was conferred on Samuel Pinanski, president, American Theatres Corporation, by President Martin J. Lydon, Lowell Technological Institute, at the college's annual commencement day exercises. A Lowell Technological alumnus, Pinanski is chairman, board of trustees, and president, building fund. He received the title of honorary professor in 1950 at the Institute, and in the same year received the honorary degree of Doctor of Oratory from Staley College.

Changes in the office staff of United Artists include the resignation of Mrs. Aurella Abramowsky Usevitch, former secretary to Harry Segal, branch manager, who was married eight months ago to Henry Usevitch. She has retired to private life. Her position has been taken by Frances "Demi" Clegg, who moves over from secretary to the city salesman, Al Glaubinger. Cecelia Phillips is the new secretary to Glaubinger. Jean Flatley, who was married June 11 to Thomas Fleming of Holyoke, has resigned as secretary to office manager Max Burlone. She and her husband will make their home in South Hadley, Mass. Theresa Dempsey is replacing her. Maura Jane Jago, who is awaiting the stork, has been replaced by Helen Montague as a biller. Mary Lou Murphy is the new availability clerk, and Mary Lou Ryan is the new contract clerk.

An anti-trust case claiming $3,000,000 in trebled damages has been filed in U. S. District Court by Charles Morse and Stanley Rothenberg, Marlboro Amusement Enterprises, Inc., operators, Adams, Adams, Mass. The suit is directed against Western Massachusetts Theatres, Inc., Theatre Management Corporation, and Samuel Goldstein, operators, Paramount, North Adams; and Paramount, Loew's, Inc., TCF Film Corporation, 20th-Fox, Warners, RKO, United Artists, U-I, Columbia, Republic, and Allied Artists. The complaint charges conspiracy, monopoly, restraint of trade, improper runs and clearances, and other illegal practices from 1938 to the present time. The suit was filed from the offices of George S. Ryan and W. Bradley Ryan.

Elias M. Loew, president, E. M. Loew Theatres, has been named a director of the newly established Hull Cooperative Bank, Monument Square, Nantasket Beach, Mass. . . . When Ernie Warren booked "A Man Called Peter" into his Paramount, Needham, Mass., he immediately contacted the ministers of the five Protestant churches in the town. They in turn placed the notice of the playdates in each church calendar with a short paragraph urging the parishoners to see the film at the Paramount.

Word has been received here from California of the death of Frank O'Heron,

Rex Reason, co-star in U-I's "This Island Earth," recently visited Boston for advance promotion of the film, and is seen with, left to right, Joe Gins, U-I district manager; Tom Donaldson, Boston sales manager; Fischer Zeitz, Zeitz Circuit; Mickey Daytz, Daytz Booking Service; and E. Meyer Feltman, U-I branch manager.

63, former executive vice-president, RKO, who died in Long Beach, Cal., after a lingering illness. Besides his widow, he is survived by a daughter, an artist with Walt Disney Studios, and a brother, George O'Heron, division manager, Certified Reports, Inc., Boston.

Independent Exhibitors, Inc., New England, a unit of National Allied, is conducting an extensive membership drive in an effort to sign every independent theatre owner in the five New England states. Edward Lider, president, and Carl Goldman, executive secretary, are making plans to travel up and down the states to contact exhibitors personally on the advantages of joining the organization. In his office, Lider stated, "Only through a strong exhibitor organization can we hope to survive in the face of higher film rentals, fewer pictures, print shortages, adverse legislation, the threat of toll-TV, and other serious ills confronting exhibitors. It is only through one big voice that the little exhibitor can make himself heard." Recent Massachusetts circuits which have joined are the R and W Circuit, owned and operated by Roy Burroughs, including the Strand, Amesbury; the Strand, Belmont; and the Strand, Newburyport; and the Ray Feeley Circuit, including the Fairmont, Hyde Park; the Egleston, Roxbury; the Lexington, Lexington; and the Weymouth, Weymouth.

Joseph G. Cohen is now handling the buying and booking for the Uptown, West Lynn, Mass., owned by Louis Richmond, who also operates the first-run Kenmore, here. . . . Hoodlumism has been rampant in the district lately. Within a period of three weeks six exchanges have been broken into and wrecked. National Theatre Supply Company has been entered twice by thieves, and 20th-Fox, Republic, Allied Artists, Warners, and Keen Advertising have all been forcibly entered. Extra details of police have been put on the film district area.

The winners of the "Gangbusters" managerial contest have been announced by Joseph E. Levine, president, Embassy Pictures Corporation, and Terry Turner, General Tele-Radio, Inc. The six winners in the New England exploitation contest are, alphabetically, Carl Baird, Scenic, Rochester, N. H., for Interstate Theatres; Stephen Barbett, Warner, Lawrence, Mass., for Stanley Warner Theatres; John Blass, Fenway, Boston, for New England Theatres; William S. Canning, Empire, Fall River, Mass., for Yamins Theatres; Arthur Morton, Paramount, Boston, for New England Theatres; and James R. Randall, Palace, Cranston, R. I., for Snider Theatres. Judges for the contest were Turner, Robert A. Schmidt, vice-president, Mutual Broadcasting Company; and Frank Zuzulo, director of press information, MBC. The prizes were awarded on an overall campaign basis. Each winner may select either one of the two trips to Honolulu or one of the four trips to Europe. Each wife will receive a cosmetic and jewelry case; each couple will receive a wrist watch and two pieces of traveling luggage, plus one camera. Carl Baird, the only bachelor winner, has been appointed manager, White River Drive-In, N. H., for Interstate for the summer. Following the successful saturation campaign on "Gangbusters," "Sins Of Pompeii" will be launched by General Tele-Radio throughout the New England area with a similar saturation campaign, with a strong radio and TV backing. This campaign will be in full force during the month of July, according to Turner.

In an effort to get more space for motion picture news in the local newspapers, theatres are negotiating with the publishers of the papers to try to rectify the present situation. Theatre interests are requesting a better representation of motion pictures, pictures of stars, more reviews and interviews with important film personalities in the Sunday papers and in the weekday sheets. As the result of two meetings with top executives of The Boston Globe, which has a morning and afternoon edition daily plus a Sunday edition, the film representation has increased in size with more editorial space devoted to motion pictures and two-column cuts of stars instead of the former one-column cuts.

The new Midway Drive-In for 280 cars is nearing completion in Detroit, Maine, between Pittsfield and Newport, and is scheduled to open late in June. It is owned by Mr. and Mrs. B. L. Gore and Mr. and Mrs. Ken Bishop, newcomers to the industry, and will be booked by Hy Young. . . . Lucien deCouteaux, Rex, Manchester, N. H., is on crutches following an accident in which he fractured his ankle. . . . Ronald Currier, operator, Key, Meredith, N. H., was in the district for the first time since his recent hospitalization.

The second Cinerama program, "Cinerama Holiday," is scheduled to open at the Boston, August 30. The New England Council will sponsor the gala opening night festivites, at which the top executives of Cinerama, Si Fabian, Sam Rosen, and Louis DeRochemont are expected to be present. The six New England governors have been invited, as well as the mayors of leading cities. "This Is Cinerama," which played the Boston longer than any motion picture in the city's history, bows out August 29, after a phenominally successful engagement of 87 consecutive weeks.

James Winn, 55, former branch manager, United Artists, died at his Brookline home after a long illness. Funeral services were held at Waterman's Chapel, Boston. He is survived by his widow and a daughter. In 1948, while branch manager, he was forced to retire due to illness.

Eliminations announced by the Bureau of Sunday Censorship included "Chance Meeting," parts 1 to 10, deletions, (eliminate the entire scene in doctor's office and the following dialogue starting with "there is no doubt," to and including, "You know what he'll do; what he'll have to do," in part 6; eliminate the following dialogue, "I'm going to have a baby," in part 6; eliminate "Anna, your doctor told me," to and including, "I didn't want you to know," in part 8.) Regal. "Front Page Story, parts 1 to 10, deletions (eliminate the following words, "damn," in part 3; "damned," in part 5; "damned," in part 6; " Hell," in part 7; "damned" and "Hell," in part 10). Regal.

New Haven

Crosstown

Morris Rosenthal, Loew Poli manager, worked out some nice promotional angles for the special benefit showing of Walt Disney's "Davy Crockett King of the Wild Frontier." Door prizes, photos, and news stories in the New Haven Register ballyhooed the "Fresh Air Fund" show. . . . Tony Casella, Roger Sherman projectionist, went to Boston to see "Cinerama." . . . The Whitney, Hamden, has been getting a face lifting in the front. Metal doors have been brightened through refinishing, and other improvements are being made. . . . Bernie Goffin is now manager, Whitney. . . . Filomena Cicolallo, Paramount employee, wrote friends from Rome, where she is visiting. . . . Mrs. Edith Pfout resigned her cashier's job at Paramount to move to Washington with her husband, who has been transferred to a government post. . . . Rosemary Prisco, another Paramount employee, will be married soon.

The Paramount and Roger Sherman have automatic phone answering service to give playtime and their admission prices. . . . New Haven Drive-In North has added ramp space to take care of 200 more cars. . . . H. Cohen, manager, Dixwell, Hamden, was instrumental in bringing Fess Parker to the Fishman Theatres. When UA's "Marty" plays the Dixwell, Cohen will play up the boyhood days of Ernest Borgnine, when he visited the house and was chummy with Hamden theatremen. . . . Attorney Lawrence Caplan, Fishman Theatres, was a vacationist. . . . Morris Rosenthal, manager, had a 19-foot photo of Marilyn Monroe on display in the lobby of Loew's Poli to bally "The Seven Year Itch."

Meadow Street

New drive-ins are rapidly being completed. . . . In the Hartford area, the Meadow Family Drive-In finished concession construction and advance grading. . . . The Summit Drive-In, Branford, was progressing toward an early July opening. The screen will be on an 80-foot high tower, and there will be room for 1000 cars. . . . The Clinton Drive-In opening is expected to be in July.

The E. M. Loew Drive-In, Newington, has a new screen measuring 119 feet long and 44 feet wide. A ferris wheel has been added to the children's playground, and the concession building has a new pizza oven. . . . AMC's Bridge Drive-In, Groton, had a triple feature Hillbilly and Country Music Show, starring Ken Kirby and the Coon Hollow Boys, Yodeling Dick Lee and Grandpappy Simms and his Tennessee String Banjo. . . . The Strand, New Britain, has a new scientific air conditioning system. . . . "Miss Elaine's Dance High Lights of 1955" was a stage attraction at the State, Waterbury.

John Nutile, Rosen Film Delivery, was a vacationist. . . . Paramount branch manager Henry Germaine, and Mrs. Germaine, celebrated their 28th wedding anniversary in New York. . . . Eugene Jacobson, son of Morris Jacobson, general manager, Strand Amusement, Bridgeport, graduated from the Medical College of the University of Vermont. . . 12 Bridgeport and Stratford young men were sworn into the Army Air Force on the stage of the Warner, Bridgeport, on the opening day of "Strategic Air Command." . . . MGM's New Haven branch personnel had a picnic at Double Beach.

Marge Fino, United Artists, went to Pennsylvania for her vacation. . . . Irving Mendlesohn, UA branch manager, planned to go to Maine for his vacation. . . . Folks in the area were sorry to hear of the death of Jimmy Winn, former Boston UA branch manager. . . . Henry Breuning, UA office manager, may spend his vacation at Candlewood Lake.

Sam Wasserman was director, Groton Exposition and Home Show, at the Trumbull Field Airport. . . . When Rex Reason, U-I star, was in town to bally "This Island Earth," he received nice press notices in New Haven and Bridgeport, and also some radio time.

Circuits

Loew Poli

Publicity director Lou Brown left with Mrs. Brown, and daughter Shirley Lou, for the west coast. He will speak at MGM Workshops in Seattle and San Francisco. . . . Floyd Fitzsimmons, MGM publicity rep, was in town. . . . Matt Saunders, Loew's Poli, Bridgeport, and Fred Russell, Bridgeport Post feature writer, were in for the Rex Reason press and radio meeting at Kaysey Restaurant. . . . Loew's publicity director Ernest Emerling, and Mrs. Emerling, attended their daughter Carol's graduation at Albertus Magnus College. . . . Charles Gaudino, Loew's Poli, Springfield, was a vacationist.

Variety Club

Tent 31, New Haven

The charter for the New Haven tent has been terminated, and quarters are being vacated.

Connecticut

East Windsor

Bill Daugherty, Lockwood and Gordon's East Windsor Drive-In, distributed autographed photos of Davy Crockett to first 350 youngsters in attendance.

Hartford

A. M. Schuman, formerly general manager, Hartford Theatres Circuit, now living in Daytona Beach, Fla., has been visiting in Hartford. . . . The local press lunched with Vincent Bejtman, co-producer, Times Films' "Naked Amazon," at the Bond Hotel, prior to the attraction's opening at Loew Poli Palace. The luncheon was arranged by Lou Brown, publicity chief, Loew Poli-New England Circuit, and Palace manager Fred R. Greenway. . . . John McGrail, U-I exploiteer, escorted Rex Reason, featured player in "This Island Earth," on a press tour of the state. . . . Floyd Fitzsimmons, MGM exploiteer, was in ahead of the "Love Me or Leave Me" sneak preview at Loew's Poli. . . . A month-long revival policy started at the Hartford Theatres Circuit's Lyric. Among pictures to be played are many requested by patrons.

Superior Court Judge James C. Shannon last week named attorney Michael Radin, Hartford, temporary receiver of the Turnpike Theatre Corporation, operators of the Pike Drive-In, Newington, at the request of Louis B. Rogow. The latter, an officer of the theatre corporation, charged that the other two officers, Philip Simon and Robert Gloth, have exceeded their powers and are guilty of "gross mismanagement" of the corporate funds. Under the judge's order, Radin will take possession of the company books and take steps to collect all monies owed by the corporation. Rogow claimed the firm is solvent at present, but added that mishandling of monies by his two partners indicates danger of waste. A hearing will be held later for the purpose of appointing an appraisal committee to determine the sales price of the theatre, if this becomes necessary.

New London

Bill Landers, assistant, handled the Stanley Warner Garde during manager John Petroski's vacation. . . . Nick Brickates, district manager, Stanley Warner, and Mrs. Brickates are noting their 11th anniversary. . . . Street ballyhoo highlighted "The Sea Chase" campaign for John Petroski and Bill Landers, Garde. Four models, decked out in navy costumes, topped by caps marked with the film title, and aprons with a similar plug, walked through the downtown area for several days.

Massachusetts

Holyoke

The Suffolk has been leased by Theatre Managers, Inc., a subsidiary of Western Massachusetts Theatres, Inc., which also operates the Victory. The new operators take over on July 1 from Herman Rifkin, president, Majestic Entertainment Corporation, which owns the Majestic and a string of other theatres including many drive-ins in western Massachusetts. Lease arrangements for the Suffolk have already been concluded. As yet no manager has been named. It is said that the lease of the Suffolk is part of an effort by the leasing groups to bring major product to Holyoke faster. The firms now have a suit pending against major film distributors in the state to reduce the clearance time.

NEWS OF THE Territory

New York City

Crosstown

The fourth Variety Club of New York luncheon-meeting of the season has been scheduled for June 30 at Toots Shor's. Larry Morris is luncheon chairman and Walt Framer is arranging the program. . . . Production executive Walter Thompson and his Cinerama crew have left for undisclosed locations to film the American episodes of the Lowell Thomas production of "The Seven Wonders Of The World."

Murray Silverstone, president, 20th-Fox's International Corporation, returned from London. . . . Amery Austin, MGM exploitation head, flew to Seattle to attend the company's 23rd Ticket Selling Workshop and from there will head for San Francisco, and then Los Angeles and Culver City. . . . Kim Carfield, Howard Dietz's MGM office, was married at the Broadway Central Hotel and left for a California honeymoon.

Van Heflin arrived from Hollywood for meetings with producers Michael Myerberg and Jed Harris on their film version of one of the year's most talked about TV dramas, "Patterns," in which Heflin will star for UA release. The picture will be made in New York and while starring in it, Heflin will make his first appearance on the Broadway stage in 15 years when he stars in "A View From The Bridge," a combination of two one-act plays by Arthur Miller opening on Sept. 29. . . . The American National Theatre and Academy received the proceeds from the Astor opening of UA's "Summertime." Rossano Brazzi, who stars in the film opposite Katharine Hepburn, attended in person.

Jack Cohn, executive vice-president, Columbia, flew to Venice to attend the first of a series of conventions scheduled by Columbia International. Following the Venice sessions, he will attend meetings in Cannes and Munich. . . . Milton R. Rackmil, president, U-I, left for California for conferences at the studio.

Harold Hecht, co-owner with Burt Lancaster of Hecht-Lancaster Productions for UA release, left for Paris to supervise production preparations for "Trapeze," to be filmed in the French capital. . . . Max Fellerman, executive vice-president, Lopert Films, and Mrs. Fellerman attended the graduation of their daughter, Jean, from Cornell University, Ithaca, N. Y.

Leonard Kaufman is the new owner, Terrace, Yonkers, N. Y. . . . The Island, Hollis, Long Island, is now being operated by Walter J. Higgins. . . . Bridgehampton Drive-In, Bridgehampton, Long Island, has been taken over by Associated Prudential Theatres.

Pincus Sober, MGM's legal department, left for Los Angeles. . . . The Eugene

This mob scene in the lobby of Loew's State, New York, occurred when Roxanne, TV star, who appears in the 20th-Fox film, "The Seven Year Itch," held an autograph session on opening day of the Marilyn Monroe-Tom Ewell starrer, which brought line-around-the-block business.

Pickers celebrated their 25th wedding anniversary. Picker is vice-president, Loew's Theatres, Inc., in charge of New York theatre operations. . . . Ernie Emerling, ad-publicity chief, Loew's Theatres, returned from New Haven, where he attended his daughter's graduation from Albertus Magnus College. . . . Teddy Arnow, Loew's Theatres ad-publicity staff, is vacationing.

Arthur Rosen, assistant to the vice president in charge of Cinerama production for the Stanley Warner Corporation, left for Paris, where he will be married to Helene Weiss on June 26. Mr. and Mrs. Samuel Rosen, his parents, will leave later to attend their son's wedding, accompanied by their sons, Charles and David, and daughter, Helen, and her husband, Dr. Jacob Yellin. Rosen will continue on to Rome for the June 28 opening of "This Is Cinerama" at the Sistina Theatre; and then to Glasgow, Scotland, where International Latex Corporation, a SW subsidiary, is building a factory.

New Refrigeration Code Means More Air-Conditioning

NEW YORK — The out-dated city refrigeration code, adapted in 1927, which prevents many theatres and other public places from installing efficient air-conditioning equipment, may soon be replaced with a modern code covering new types of cooling systems and eliminating the requirement to hire union operators to superintend air-conditioning units in small places.

A bill introduced to the City Council by majority leader Joseph T. Sharkey has received the full support of fire commissioner Edward F. Cavanaugh, Jr., and is backed by the Commerce and Industry Association, Arnold Witte, manager. The bill would delete sections of the present code, enacted when refrigerants were poisonous and explosive, requiring a union operator for equipment using more than 50 pounds of refrigerant, which has cost business men up to $10,000 annually for salaries, and has prevented wider installation of commercial air-conditioning. New equipment uses harmless chemicals, and has foolproof safety devices; the proposed code would require an operator to tend only old units.

New Jersey

Oakhurst

Managers of 13 Walter Reade Theatres won U. S. Savings Bonds in the Motion Picture Theatre Celebration contest conducted jointly by the circuit and MGM, Walter Reade, Jr., circuit president, announced. Managers were judged on the promotional and exploitation work they did on MGM films during a three-month period, and their efforts in the fields of public and community relations. Ted Davidson, city manager, Perth Amboy, N. J., received the largest award for his promotion of "Blackboard Jungle" and "Glass Slipper," his handling of an Academy Award contest, and his general theatre management. John Balmer, city manager, Asbury Park, N. J., received the second biggest award for his supervision of theatre activities in that community. Other winners were Fred Bartholdi, manager, Eatontown Drive-In, Eatontown, N. J.; Harry Burke, manager, Community, Saratoga Springs, N. Y.; Ralph Lanterman, manager, Community, Morristown, N. J.; David Rogers, manager, Strand, Freehold, N. J.; Jack Pardes, manager, Park, Morristown; Mike Dorso, city manager, Kingston, N. Y.; Andrew McDonald, manager, Carlton, Red Bank, N. J.; George Fascher, manager, Woodbridge Drive-In; Joseph Sommers, manager, Paramount, Long Beach, N. J.; and Herbert Ruben, Asbury Park managerial staff. Judges in the contest were Edwin Gage, vice-president; Jack P. Harris, film buyer; Nick Schermerhorn, field supervisor; Paul Petersen, assistant field supervisor; Albert Floersheimer, advertising-publicity director, and Charles Fellerman, MGM field representative.

New York State

Albany

A novel setting was chosen for the local preview of United Artists' prize-winning "Marty," the patio of Neil Hellman's new Town House. Viewers were guests staying at the beautiful motor court, and representatives of press, radio, and television, numbering in all about 150. The idea was to obtain an accurate cross-section of opinion on a slightly off-beat film in an establishment patronized by business men, salesmen, and others from various sections of the country, instead of from the groups regularly attending the local houses. The Hellman interests, which also own and operate theatres, including three drive-ins, were said to be hopeful of arranging motel previews with other major distributors. John Turner, UA district manager, and Stanley Kositsky, Albany-Buffalo manager, approved the "Marty" screening, Film Row heard. While favorable comments were heard on the fresh approach to previewing and exploitation, unfavorable reactions, in the theatre field, were also noted. A brief story on the preview in a newspaper did not cause any huzzahs at the Strand, which had the picture booked for a first-run showing.

(Continued on next page)

EYEING THE Exchanges

20TH-FOX — Cashier Jack Wolf was in Bronx Hospital. . . . Biller Joyce Gershen recently celebrated her second wedding anniversary. . . . An electric clock has been installed in the inspection department. . . . Gussie DeMartin, inspectress, recently celebrated her 16th wedding anniversary. . . . Contract-typist Alice Schwartz will retire July 1. She is expecting in November. . . . Film department clerk Irving Green was vacationing in Virginia.

COLUMBIA — Biller Kitty Bernstein recently celebrated a birthday. . . . John Pascoll, booker's clerk, was enjoying an upstate vacation. . . . Camille Patti was given a luncheon at the Famous Kitchen to celebrate her marriage. Gifts were presented by the office crowd, and she is honeymooning in the Poconos. . . . Arnold Lipschutz has been promoted to student booker. . . . Pete Casini has gained a promotion from office boy to clerk-typist.

RKO — Contract clerk Bud Giles has been elected vice-president, St. Clare Church Holy Name Society, Rosedale, L. I. . . . Salesman John Dacey and wife recently celebrated their 50th wedding anniversary. Dacey has been with RKO since 1915, coming from the original Pathe Company. His co-workers presented him with a tie pin and gold cuff links in honor of the occasion. . . . Clerk-typist Beatrice Bartlett recently moved from Brooklyn to Jamaica. . . . Office manager Frank Drumm was on vacation. . . . Sadie Barnett, secretary, recently celebrated her 5th wedding anniversary.

UA — Steno-typist Rachael Yahia received a watch from her boyfriend. . . . Vana Smith, booker's secretary, was enjoying an Atlantic City vacation. . . . Fritzi Greene has been away from work due to illness. . . . The son of Sophie Bocchilo recently passed the police force examination. . . . Clair Voss, office manager's secretary, is on vacation.

REPUBLIC — Harriet Lee, former employee now living in Florida, recently visited the office. . . . Biller Claire Levine is retiring. Her job will be taken over by Millie Farraro, who is at present a contract clerk. . . . Sandra Kranis is a new employee. She formerly worked at Principal.

U-I — Fred Meyer, salesman, recently journeyed to Michigan Tech, where he attended his son's graduation ceremonies. . . . Donald Schwartz, print booker, is on vacation. . . . Michael Lewis, who recently suffered a heart attack, has been dismissed from the hospital. . . . Clerk Mildred Lawrence was vacationing. . . . Sandra Serling and Dorothy Jolin have returned from their vacations.

RAMBLIN' 'ROUND — AA assistant branch manager Jack Farkas recently celebrated a birthday. The employees held the usual office party in honor of the occasion. . . . Lee Mayer, New Jersey salesman, Warners, was on vacation, as was Bell booker Rose Allison. . . . AA head booker Etta V. Segall recently attended a birthday celebration in her daughter's honor. . . . Wendy, daughter of Business Education's Jerry Schapiro, will take part in a dance recital her class is holding at her local YMHA. . . . An MGM boat ride was scheduled for June 20.

New York exhibitor representatives recently gathered in the office of David Levy, U-I's metropolitan district manager, for the 32-city telephone hook-up arranged to solicit support of the Aug. 15 theatre collection for the Will Rogers Memorial Hospital. The telethon originated in New York in the Stanley Warner board room and the metropolitan area assembly was in Levy's office. He is seen on the telephone relaying the information to the assembled distribution, exhibition, and trade press representatives.

(Continued from preceding page)

Albany

Variety Club officers mulled over an offer by the Sheraton-Ten Eyck Hotel to lease the very desirable quarters on the mezzanine of the hotel, occupied for sometime by Albany Club. Chief Barker George H. Schenck scheduled a meeting to discuss the new offer, generally favored by crewmen. Submission to the membership would be made. . . . Jules Perlmutter continued to operate the reopened Paramount, and members of Projectionists Local 324 continued to picket it. The sign-bearers also clocked admissions.

The new assistant booker, U-I, is George Bulugeorgas, replacing John Capano, now a booker for Upstate Theatres, Inc. Capano also operates the State, Troy. . . . The U-I Pep Club gifted telephone operator Joan Pratt with an electric mixer, prior to her marriage to Richard Winkowski. She returned to work after a honeymoon in New York.

The Times-Union "Inquiring Reporter" quoted replies by Fabian Cohoes manager George Seed, Columbia head booker Milt Levins, Allied Artists booker Robert Adler, Tri-State Automatic Candy Corporation assistant branch manager Ken Farrar, and crewman William Wenner to the question, "What is your answer to those who claim golf is an old man's game?" The quintet were quizzed, and photographed, at annual Variety Club golf tournament.

An anti-trust action against Schine Chain Theatres, Inc., and the eight major distributors was begun by Smalley Chain Theatres, Inc., and Smalley Johnstown Theatre Corporation, for treble damages of $1,500,000. The complaint was filed in United States District Court, Utica, by Leonard L. Rosenthal, attorney for plaintiffs, alleging that the defendants have restrained commerce in the distribution and exhibition of films in violation of the law, citing the Paramount case and the Schine consent judgment. Specifically, the complaint alleged that the combinations and conspiracies of the defendants have deprived the plaintiffs of the film product of the producer and distributor defendants for its Smalley Theatre, Johnstown, and that they have consequently sustained losses on the theatre. The Smalley interests, headed by Mrs. Hazel Smalley, widow of William C. Smalley, long-time competitor of the Schine brothers, operate nine upstate situations. They brought a $2,250,000 anti-trust suit last summer against four Schine corporations and the major distributors, involving Smalley's Norwich theatre, which is pending.

Buffalo

Albert C. Behling, 75, died unexpectedly at his summer home, Rose Hill, Ontario, Canada. Behling and his wife, the former Lydia J. Weber, owned and operated the Ellen Terry, Grant, and Potomac, and formerly the Fillmore Palace and Sylvia on Fillmore Avenue. He was a member of Tent 7, Variety Club of Buffalo, and Ismailia Temple, Nobles of the Mystic Shrine. Besides his wife, he is survived by a sister. The Behlings recently celebrated their 28th anniversary as owners of the Ellen Terry.

"The Seven Little Foys," which is coming to the Paramount on July 1, got some splendid plugs in several large Penney store ads last week; Bob Hope's selection by the Penney stores as "Father of the Year" was tied in with the local showing of the picture. The theatre, in return, used a poster in lobby calling attention to the Penney angle.

Mrs. Elmer F. Lux, wife of the head of Elmart Theatres, and Buffalo Common Council president, has been endorsed by the 23rd Ward Democratic Committee for the post of councilman-at-large. Mrs. Lux last month was elected president of the Democratic Club of 1,000 Women. Political observers recall that at least one woman has run, unsuccessfully, for a council seat, but none has ever been endorsed by a major party.

Utica

The Stanley Warner Avon, managed by Mrs. Ottilie Fearing, closed for two weeks, during which the staff took vacations and minor renovations were made. . . . Mayor Boyd Golder was among those attending a recent preview of "The Private War of Major Benson," at the Stanley. Exhibitors also were present, along with U-I's Albany manager, Norman Weitman, and U-I salesman Gene Lowe. . . . Morris Klein, operator, Hi-Way Drive-In, Coxsackie, and Mountain Drive-In, Hunter, received a bachelor of science degree from the Albany College of Pharmacy, and a certificate of membership in the New York State Pharmaceutical Association.

NEWS OF THE Territory

Philadelphia

Crosstown

Stanley Warner Theatres have arranged a birthday anniversary dinner which will honor Dr. Bernard L. Kahn, who is celebrating his 46th year as a doctor and his 70th birthday. The fete will take place at the RDA Club on June 29. Dr. Kahn has been the official doctor for SW Theatres for many years.

SW Theatres and Walt Disney held a press buffet luncheon for Fess Parker and Buddy Ebsen at the Mastbaum, where they made personal appearances during the first two days of "Davy Crockett."

Bill Israel is now with Ellis Theatres as general manager. . . . Betsy Blair was in to launch UA's "Marty," Studio.

Vine Street

Exploitation Productions Incorporated have been appointed to handle Gibralter Pictures releases in Pennsylvania. Jack H. Harris, EPI head, announced that seven key city bookings have already been set with the first Gilbralter production, "A Life At Stake," starring Angela Lansbury and Keith Andes. Six new American made pictures are in the Gibralter line up, four of which, it is said, are completed.

RKO branch manager Charles Zagrans and his staff are all working hard on a short subjects drive.

Dorothy Parks, National Screen Service telephone operator, is recovering from major surgery at Rolling Hills Hospital, Elkins Park, Pa.

District of Columbia

Washington

The Super Chief Drive-In will celebrate its third anniversary June 24 thru July 1, at which time hundreds of prizes will be given away. In addition, special select pictures have been booked to mark the occasion. . . . Columbia starlet Allison Hayes, formerly Mary Jane Hayes, and Miss Washington of 1949, is currently visiting with her family here. She will make a personal appearance tour in connection with Columbia's "Chicago Syndicate," which will be kicked off in Chicago shortly. . . . Bill Riding, manager, Loew's, Reading, Pa., and formerly with Loew's Capitol here, was a visitor. . . . Fred Ehrling, assistant manager, Loew's Capitol, is still spinning over a golf game which netted him a nice nine hole score of 42.

ROTH'S — Bill Karras, manager, reports that Sam Roth's Plaza, recently decorated its main lounge with an attractive artificial floral display. Bill and Jeanne Karras are the parents of a baby girl, named Jule Dorotha.

BERNHEIMER — In connection with cash awards to be given to managers participating in the recent Silver Anniversary Drive, Joseph Bernheimer decided to split the prizes among his managers due to the outstanding performance turned in by all. . . . Bill Michalson was appointed publisher and editor of the Arlandria News and Shopper, sponsored by the Arlandria Businessmen's Association. Michalson holds the same post with the Brookland News and Shopping Guide. Both publications are a vehicle by which Bernheimer theatres participate in contests, giveaways, and promotions.

U-I — C. J. Feldman, vice president and general sales manager, was a visitor to the exchange. . . . Joseph Gins, division manager, was in on routine business. . . . Harold Saltz, branch manager, was in Richmond, Va., on routine business. . . . Ike Erhlickman, sales manager, was in Norfolk, Va., on business. . . . Nate Shore went fishing out in the bay. . . . U-I's sneak preview of "The Private War of Major Benson" was held at Loew's Palace. . . . Myrtle Fries is limping on a sore foot. . . . Marie Grasso was ill last week. . . . Sylvia Weisbach is getting married in September. . . . Margaret Funkhouser, formerly inspectress, has been promoted to the contract department.

RKO — Joseph Breecheen, branch manager, returned from a business trip to Baltimore, Md. . . . Shirley Carter spent a week vacationing at home. . . . Linda Berry, daughter of Evelyn Berry, who has been suffering from a broken leg as a result of a fall, is leaving the hospital and will recuperate at home.

The WOMPI, are staging their initial luncheon to be held at Paramount. The main purpose is to get organized. Officers are hoping all members will be on hand.

PARAMOUNT — Mary Lou Nickson was married. . . . Lillian Lee is vacationing in South Carolina to visit with relatives.

NSS — Mrs. E. Bandel, manager, started her vacation. She and her husband went to New York to visit with relatives and friends.

REPUBLIC — Jake Flax, branch manager, traveled to Richmond, Va., and Roanoke, Va., on business. . . . Rose Johnston, biller, is vacationing in Connecticut. . . . Albert Landgraff, office manager, is home on vacation.

Censorship Snaps Back In House Resurrection Bill

HARRISBURG, PA. — The House last week approved and sent to the Senate a bill to give the Pennsylvania State Board of Censors the authority to ban films it considers "obscene."

The legislation, resulting from a U. S. Supreme Court decision which said such State agencies can not disapprove films, gives the Pennsylvania Board the right to reject any scenes it considers "obscene or incites to crimes of violence, or advocates the use of narcotics or habit-forming drugs."

Mr. Theatre Manager:

Please make certain you check your shows no later than 10:00 A. M. on Saturdays, Sundays and holidays.

As you know, the exchanges' shipping rooms close at noon on these days.

Don't wait until it's too late — help us prevent any missouts!

HIGHWAY EXPRESS LINES, INC.

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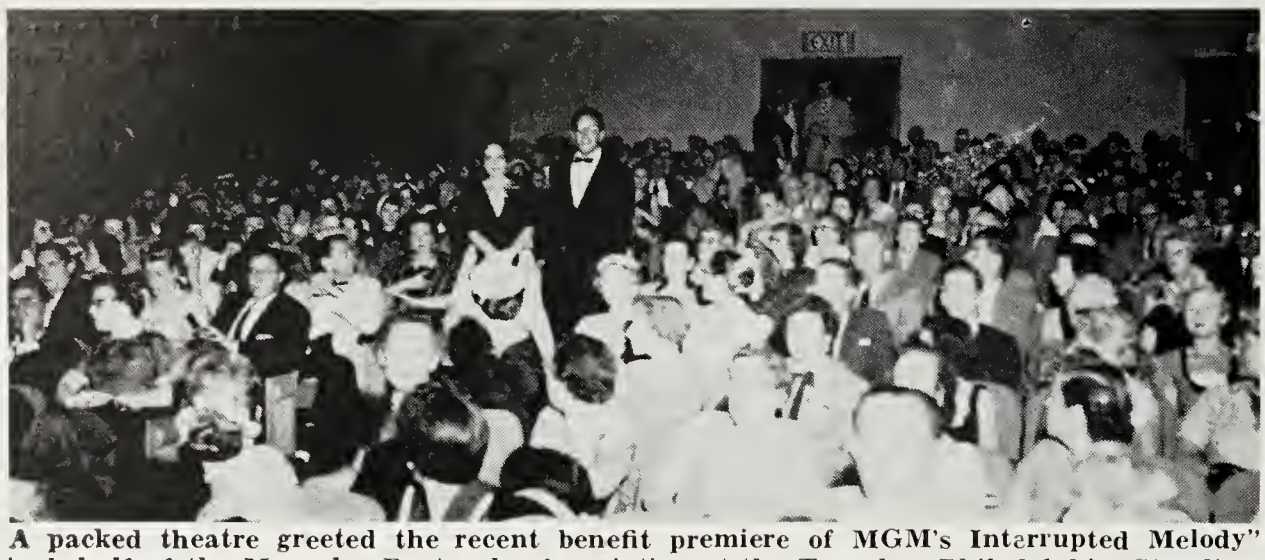

A packed theatre greeted the recent benefit premiere of MGM's Interrupted Melody" in behalf of the Muscular Dystrophy Association at the Translux, Philadelphia. Standing in the center of the audience are Mr. and Mrs. Gene Crane, WCAU-TV, co-sponsors of the benefit.

WARNERS — Corinne Bertin, operator, had a birthday. . . . Pat Goode spent a week vacation at home. . . . Cliff Reed, booker, brought his wife Ava home from the hospital.

VARIETY CLUB TENT 11 — The Variety Club International representative, Ralph Pries, whose territory will cover New York, Philadelphia, Baltimore, Washington, Pittsburgh and Cleveland, was a recent visitor, attending the board of governors meeting of Tent 11. . . . Jake Flax, who relinquished the post of international representative, has been appointed by chief barker George Hoover to serve on the Humanitarian Award Committee, under the chairmanship of George Eby. . . . The club was saddened to learn of the death of one of its members, Benjamin Atlas. Sympathy is extended to his family.

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Theatre Installations and Maintenance

RKO-KEITH'S — Jerry Baker, managing director, managed to capitalize on street ballyhoo in connection with U-I's "Revenge of the Creature," in 3-D Horrorscope. Baker promoted a medical display, complete with receiving table and instruments, from the A. S. Aloe Company, and dressed a girl up like a nurse. The nurse gave out envelopes imprinted with playdate copy, containing fainting pills. A sign in front of the display read: "If you feel like you are going to faint while seeing 'Revenge of the Creature,' our nurse will be on duty to serve you."

— T. C.

Delaware

Edge Moor

Dan Cudone's Edge Moor cooperated with the Edge Moor Gardens Civic Association in providing a theatre party and refreshments free to children of Edge Moor Gardens and Edge Moor Terrace. The program included a western feature and five cartoons.

Wilmington

Two theatres are affected by the establishment of a new central office by the Diamond State Telephone Company to serve its customers in part of suburban Wilmington. They are the Crest, Woodcrest, where the new telephone number is WYman 4-3371, and the Pleasant Hill Drive-In, now WYman 4-4212. Numbers on the new WYman exchange are reached from Hockessin, Holly Oak, New Castle, and Wilmington telephones by dialing 99, and then the five figures of the number.

Larry Graver, manager, SW Mastbaum, Philadelphia, is seen with the lobby display detailing full particulars of his recent co-op tieup with Barr's Jewelry Stores and local TV station WFIL on a prize contest for Columbia's "A Prize Of Gold."

— Jack Goldman photo

Maryland

Baltimore

Sam Tabor, Republic representative here, and Mrs. Tabor attended the graduation of their daughter-in-law, Mrs. Rhona Lee Tabor, at University of Maryland, where she received her B.A. degree. . . . Jack L. Whittle, owner, Avenue, and chief barker, Baltimore Variety Club, is welcoming home his son, Jack L. Jr., Captain in the Air Corps, after three-and-a-half years in Germany. At the end of 30 days' leave, Capt. Whittle will be stationed in Sacramento, Cal.

Frank H. Durkee, Sr., head, Durkee Enterprises, attended the graduation of his granddaughter at a Virginia college. . . . Walt Hadlich is in from Hollywood for advance publicity on "Ice Capades" for the Variety Club. . . . Howard Wagonheim, vice president, Schwaber Theatres, arranged a cocktail party and preview for the press, radio, and TV of "Marty" at the Playhouse.

Miss Caryl Hamburger, manager, Film Centre, put on an art display in the lobby for the month of June. Opening night brought out newspaper writers, several radio commentators, and a few of the participating artists. . . . Leon Back, head, Rome Circuit, is now actively engaged with his latest business project, radio station WEBB. . . . Bill G. Myers, owner, DeLuxe, was in Pocomoke City, Md., on business.

— G. B.

Leonardtown

Area drive-ins have been hard hit by the long rainy spell. . . . "Lucky Night" at the New has been switched to Friday nights. . . . Jack Fruchtman, operator, Southern Maryland Theatres, Inc., visited his theatres here and in Lexington Park, Md., and conferred with the staffs on new ways to promote coming attractions. . . . Staff assistant Lloyd Gabby, Park, is recovering from a bad cold. . . . A screening of "Trouble In The Glen" was held for the senior class, Great Mills High School, at the Park, Lexington Park, Md., and general manager T. L. Harrison, Jr., says it went over well, with the seniors also given a dawn breakfast after the show.

New Jersey

Trenton

Michael Zsizseri, not in the business, is reported building a new drive-in of 1,000 car capacity on Route 206, on the road to Fort Dix and Bordentown, N. J.

Pennsylvania

Lancaster

Officials of the Comet Drive-In, under construction along Route 230 By-Pass, announced that they will open on schedule today (June 22) despite a lawsuit against the theatre pending in county court. A spokesman for Harry Chertkoff, president of the corporation which will operate the 1,100-car spot, said that construction work is nearly completed. A lawsuit was brought against the drive-

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Trust Suit Filed For Midway, Allentown

ALLENTOWN, PA.—Irving Rossheim, Midway, filed an anti-trust suit last fortnight in U. S. District Court against other area exhibitors and the major distributors charging conspiracy to deprive him of product. Rossheim had leased the theatre to John Scully, but had re-acquired it some time ago. The theatre figured in a $100,000 general alarm fire recently.

in and the building contractor last month by Mr. and Mrs. Clarence H. Reinhold, who operate a farm in East Hempfield Township. The suit charged that the By-Pass Theatres, Inc., and Martin Brothers, contractors, had built a ditch for a storm drainage pipe across their land to a stream. They demand that the pipe be removed and their property restored to pastureland. Their allegations were denied. The case was scheduled for argument in Argument Court on June 20, two days before the scheduled opening of the drive-in.

Norristown

The Sablosky interests, operating the Norris, finally obtained from Buena Vista Film Distributing Company, Inc., playdates on "Davy Crockett, King of the Wild Frontier," but not before they rushed into U. S. District Court and filed an action demanding that the Disney distribution subsidiary be ordered to furnish them with the picture. The Honorable Judge Lord granted leave to the plaintiffs to take depositions of defendant's employees within 20 days of commencement of the action and set June 21 as the date for a hearing on the plaintiff's motion for a preliminary injunction. However, the entire matter was finally settled out of court and the Norris gets "Davy."

Reading

The Astor, J. Lester Stallman, manager, drew a surprisingly big attendance at the opening of its Reading Gas Company cooking school. This was the most ambitious cooking school ever attempted in a theatre here, with about 40 merchants and business concerns cooperating with the theatres and the gas company. The lobby display of kitchen and other household appliances, most of them gas-operated, was enormous, and attracted large numbers of women.

Manager Al Plough, SW Stanton, Philadelphia, recently utilized a current newspaper story to plug Filmakers' "Mad At The World." A blow-up of the clipping on a 40 by 60 sidewalk frame did the trick. That's Plough standing beside the sign.
— Jack Goldman photo

The Colonial front was dolled up by manager Diem with bamboo and tropical effects for its run of "Naked Amazon." Diem tied in with Pomeroy, Inc., a big department store, for display advertising of aquarium fish and fauna from the tropics, as shown in the picture. An acquarium was awarded to a gold fish fan through the distribution of free tickets by the store and the theatre.

Official records kept by Paul E. Glase, manager, Embassy, and other Fabian interests, show that Walter Hampden, stage and screen star who died recently, appeared here in person six times, first in 1909 in "Servant in the House," with Tyrone Power, Sr. In 1920 he filled a two-day engagement in Shakespearean plays here. His next appearances were in 1932, 1933, and 1934, the last in the Capitol, which is now a furniture store.

Miss Pegi Stallman, daughter of J. Lester Stallman, manager Schad interests, and Mrs. Stallman was graduated with high honors from Goucher College. She received a bachelor of arts degree, was secretary of her class, and received the Wall Street Journal prize for excellence in studies of corporate

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	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated folder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
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In the interest of Columbia's "5 Against The House," which had its Philadelphia premiere recently at the SW Stanley, a model awarded passes to passersby who could work the dice thrower for the right combinations. Manager John Roach stands at right.

— Jack Goldman photo

finance. She received also a fellowship from Goucher, and will begin post-graduate studies in the fall.

Lewis G. Yost, projectionist, Astor, and president of the Central Labor Union, Berks County, endorsed a proposal, now being pressed by many welfare organizations, to provide more public swimming pools for children, and adults as well, in densely populated parts of the city.

The Clarabelle Saturday morning shows at Loew's Colonial, Bob Diem, manager, and at the Assembly, Paul E. Glase, manager, attracted large crowds of children at both houses. Many business houses, stores and supply firms tied in with the management to sponsor the shows and to furnish souvenirs and refreshments of many kinds for the youngsters. A big bill of cartoons was screened at each theatre.

Local 93, International Ladies Garment Workers Union, staged a benefit show, to help the March of Dimes fund. . . . Continuous wet and cold weather hurt early June records in theatre attendance, as well as at baseball and other events. . . . Theatre managers are getting an influx of applications for jobs from 1955 school grads.

Variety Club
Tent 13, Philadelphia

"The Seven Little Foys" was screened through the courtesy of Paramount.

Leo Posel, president; Louis Goffman, vice president; Norman Silverman, vice-president; Edward Emanuel, treasurer; Sylvan Cohen, secretary; and George Beattie, assistant secretary-treasurer, Tent 13's camp for handicapped children at Worcester, Pa., announced that there are still a few vacancies for the month of August for boys for admission to the camp for a four weeks' summer vacation. If you know of a worthy handicapped boy deserving of the vacation, get in touch at once with any of the above, or the following members of the camp's executive board: Ben Amsterdam, Victor Blanc, Roger Clipp, Mike Felt, Ralph Pries, Ted Schlanger, David Supowitz, or Jack Beresin.

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SECTION 2
Vol. 54, No. 8

JUNE 22, 1955

Allied Artists

(1953-54 releases from 5401; 1954-55 releases from 5501)

ANNAPOLIS STORY, AN—D—John Derek, Diana Lynn, Kevin McCarthy—Colorful service film has the angles—81m.—see April 6 issue—(Technicolor) (5513)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue—Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactory sports yarn for the duallers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CASE OF THE RED MONKEY — MYMD — Richard Conte, Rona Anderson, Russell Napier—Satisfactory programmer—73½m.—see June 15 issue—(English-made). (5521)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Marris, James Lydon, Beverly Garland—Okeh outdoar show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lower half entry—62m.—see March 23 issue. (5509)

HIGH SOCIETY—C—Leo Gorcey, Huntz Hall, Amanda Blake—Average Bowery Boys entry—61m.—see April 6 issue. (5514)

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

LAS VEGAS SHAKEDOWN—MD—Dennis O'Keefe, Coleen Gray, Charles Winninger—Satisfactory programmer—79m.—see June 15 issue—Leg.: B. (5516)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: B. (5510)

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

SHOTGUN—OD—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—Satisfactory programmer far the action spots—81m.—see April 6 issue—(Technicolor)—Leg.: B. (5515)

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish comedy for the class and art spots—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lower half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Impart lends itself to sensational selling—71½m.—see July 28 issue—(English-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

BETRAYED WOMEN—Beverly Michaels, Tom Drake, Carole Matthews. (5524)

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)

BODY SNATCHERS, THE—Kevin McCarthy, Dana Wynter, Carolyn Jones.

FINGER MAN—Frank Lovejoy, Forrest Tucker, Peggie Castle. (5519)

GUN POINT—Fred MacMurray, Dorothy Malone, Walter Brennan, Skippy Homeier — (Technicolor) — (CinemaScope).

JAIL BUSTERS—Leo Gorcey, Huntz Hall.

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale. (5518)

NIGHT FREIGHT—Forrest Tucker, Kieth Larsen, Barbara Britton.

PHENIX CITY—Richard Kiley, Kathryn Grant, John McIntire.

SKABENGA—Jungle documentary—(Eastman-Color) (5517)

SON OF JACK SLADE—John Ericson, Mari Blanchard, Neville Brand.

SPY CHASERS—Bowery Boys, Lisa Davis. (5522)

THUNDERSTORM—Linda Christian, Carlos Thompson—(Made in Spain).

WARRIORS, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England). (5523)

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—(CinemaScope)—(Technicolor). (5520)

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Buena Vista

(Walt Disney)

DAVY CROCKETT, KING OF THE WILD FRONTIER—OD—Fess Parker, Buddy Ebsen—Headed for higher returns—95m.—see June 1 issue—(Technicolor).

LADY AND THE TRAMP—CAR—Highly entertaining Disney cartoon feature—75m.—see May 4 issue—(Technicolor)—(CinemaScope).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow gaing—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh pragrammer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberta Ruchel, Marisa Prado, Milton Ribeiro—Far the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lawer half—69m.—see Nov. 17 issue. (718)

CELL 2455, DEATH ROW—MD—William Campbell, Kathryn Grant, Marian Carr—Prison meller for lower half—77m.—see April 6 issue. (739)

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made Import has the Guinness name ta help—91m.—see Oct. 20 issue—(English-made). (734)

END OF THE AFFAIR, THE—D—Deborah Kerr, Van Johnson, John Mills—Fair romantic drama—106m.—see April 20 issue—(Made In England). (724)

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made In Tangier)—(1.85-1). (716)

5 AGAINST THE HOUSE—MD—Guy Madison, Kim Novak, Brian Kelth—Interesting meller—84m.—see May 18 issue—Leg.: B. (742)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

HUMAN DESIRE—D—Glenn Ford, Glaria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 Issue—(Made in Italy)—(English dialogue). (703)

JUNGLE MOON MEN—MD—Johnny Weissmuller, Jean Byron, Bill Henry—For the lower half—70m.—see April 6 issue. (744)

LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)

LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)

MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor). (729)

MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama
ACD—Actlan drama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DMU—Dramatic musical
DOC—Documentary
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
HISD—Historical drama
MD—Melodrama
MUC—Musical comedy
MU—Musical
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYD—Mystery drama
MYMD—Mystery melodrama
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
SAT—Satire
SFD—Science fiction drama
TRAV—Travelogue
W—Western

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Watch the changes develop . . . issue by issue!

NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh pragrammer—76m.—see Feb. 23 issue. (730)
PETTY GIRL, THE—CMU—Robert Cummings, Joan Caulfield, Elsa Lanchester—Reissue should do okeh—87m.—see June 15 issue. (745)
PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 Issue—Leg.: B. (715)
PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)
PRIZE OF GOLD, A—MD—Richard Widmark, Mal Zetterling, Nigel Patrick—Interesting meller—98m.—see May 18 Issue—Leg: B—(Color by Technicolor)—(Made in England and Germany). (738)
PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting meller—88m.—see Sept. 8 issue. (704)
RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame May Whitty—Names may help reissue—89m.—see April 6 Issue. (733)
SEMINOLE UPRISING—MD—George Montgobery, Karin Booth, William Fawcett—Average lower half entry 74m.—see May 4 issue—(Technicolor). (743)
TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)
THEY ALL KISSED THE BRIDE—C—Joan Crawford, Melvyn Douglas, Roland Young—Reissue has names ta sell—86m.—see June 15 issue. (741)
THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 Issue—(Technicolor). (717)
THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Marge and Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)
THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 Issue—(Technicolor). (720)
TIGHT SPOT—MD—Ginger Rogers, Edward G. Robinson, Brian Keith—Interesting meller with nomes to help—97m.—see April 6 Issue. (728)
VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 Issue—(Technicolor)—(CinemaScope). (735)
WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 Issue—Leg.: B. (726)
WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western for the duallers—73m.—see March 9 issue—(Technicolor). (727)

TO BE REVIEWED OR IN PRODUCTION

APACHE AMBUSH—Bill Williams, Adelle August, Tex Ritter.
THE BIG SHOCK—Frank Lovejoy, Marl Blanchard, Richard Denning.
BRING YOUR SMILE ALONG—Frankie Lane, Keefe Brasselle, Connie Towers—(Technicolor).
CHICAGO SYNDICATE—Dennis O'Keefe, Abbe Lane, Xavier Cugat—Leg.: B.
COCKLESHELL HEROES—Jose Ferrer, Trevor Howard, Victor Madden—(Technicolor)—(CinemaScope)—(Made in Portugal).
COUNT THREE AND PRAY—Van Heflin, Phil Carey, Joan Woodward—(Technicolor)—(CinemaScope).
CREATURE WITH THE ATOM BRAIN—Richard Denning, Angela Stevens.
DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.
DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).
FOOTSTEPS IN THE FOG—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).
GENTLE SERGEANT, THE—Aldo Ray, Mitsuko Kimura, Phil Carey—(Made in Japan).
GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor).
IT CAME FROM BENEATH THE SEA—Kenneth Tobey, Faith Domergue, Ian Keith.
JOE MACBETH—Paul Douglas, Ruth Roman.
LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Madison—(CinemaScope)—(Technicolor).
MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).
MARSHAL OF MEDICINE BEND—Randolph Scott, Angela Lansbury, Jean Parker.
MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).
1984—Edmond O'Brien, Jan Sterling—(English-made).
PICNIC—William Holden, Rosalind Russell, Kim Novak—(Technicolor)—(CinemaScope).
PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).
QUEEN BEE—Joan Crawford, Barry Sullivan, John Ireland.
SPECIAL DELIVERY—Joseph Cotton, Eva Bartok—(Made in Germany).
STALK, THE—Tyrone Power, Linda Christian—(Technicolor)—(Made in England).
TEEN AGE CRIME WAVE—Tommy Cook, Frank Griffin, Molly McCart—Leg.: B.

DCA

(Distributors Corporation Of America)

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartoon feature excellent for art spots—73m.—(Technicolor)—(English-made)—(De Rochemont).
HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color).
LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-mode and has angles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia).
STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense meller—86m.—see Feb. 23 Issue—(Filmed in Italy).

Filmakers

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-break meller sustains interest—90m.—see March 23 issue
MAD AT THE WORLD—MD—Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell—Okeh exploitation entry—71m.—see June 15 issue.
PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory meller—81m.—see Sept. 8 Issue

TO BE REVIEWED

BATTLE HELL—Wendell Corey, Mickey Rooney—(SuperScope).

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 Issue—(Ferraniacolar)—(English narration).
APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average import for the Italian and art spots—90m.—see Mar. 24 Issue—(English titles).
BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollabrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 Issue—(English titles).
GREEN MAGIC—DOC—Good documentary—Produced by Leonardo Bonzi on his South American expedition—85m.—see May 4 issue—(Ferraniacolor)—(Filmed in South America)—(English narration).
LOVE IN THE CITY—COMP—Produced by Cesare Zavattini, Ricardo Ghione and Marco Ferreri—Highly exploitable and novel entry for art spots—90m.—see April 20 Issue—(Italian-made)—(English titles and narration)—Leg.: "B."
MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import for art and specialty spots—78m.—see Feb. 23 issue—(English titles)—Leg.: C.
THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 Issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).
TOO YOUNG FOR LOVE—D—Marina Vlady, Michel Beck, Fernand Gravet—Good import for the art spots—88m.—see April 6 Issue—Leg.: B—(Italian-French made)—(Dubbed in English).
WAYWARD WIFE, THE—D—Gina Lollobrigida, Gabriele Ferzetti, Alda Mangini—Interesting drama with Lollobrigida name ta help—91m.—see April 20 Issue—Italian-made)—(Dubbed in English)—Leg.: "B."

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed In English).
CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed In English)—Leg.: B.
NEAPOLITAN CAROUSEL—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed In English)—(105m.).
OUTLAW GIRL—Silvana Mangano, Amedeo Nazzari—(Dubbed In English)—Leg.: B.
VOICE OF SILENCE—Rassana Padesta, Cosetta Greco, Aldo Fabrizi—(Dubbed In English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 Issue. (5327)
BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—Far the lawer half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvadar). (5407)
DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—Far the lower half—63m.—see Jan. 12 Issue (Made in Spain and England). (5402)
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer far the lower half—68m.—see May 19 issue—(English-made). (5310)
PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh Import far the lower half—75m.—see Aug. 11 issue—(English-made). (5326)
RACE FOR LIFE, A—MD—Richard Conte, Marl Aldon, George Coulauris—For the programmers—68m.—see Jan. 26 issue—(English-made). (5403)
RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer far the lower half—70m.—see Aug. 25 issue—(English-made). (5329)
SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—Far the lower half—63m.—see Dec. 15 Issue (Spanish-made)—(Dubbed in English). (5323)
SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made). (5404)
SILVER STAR, THE—W—Edgar Buchanan, Marie Windsor, Lon Chaney, Earl Lyon—Fair western—75m.—see April 6 issue. (5411)
TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh far the lawer half—72m.—see Sept. 22 issue—(English-made). (5330)
THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m.—see Feb. 9 Issue—(Filmed in Germany)—Leg.: C. (5406)
THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue. (5404)
UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)
GLASS TOMB—John Ireland—(English-made). (5409)
KING DINOSAUR—Bill Bryant, Wanda Curtis (5418)
LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)
PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)
THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401; 1954-55 releases fram 501)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—139m.—see Feb. 9 issue—(Technicolor). (520)
ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)
ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 Issue—(Eastman Calor)—(Print by Technicolor)—(1.75-1). (507)
BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 Issue—(Eastman color)—(CinemaScope). (515)
BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Mantalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)
BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 Issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (504)
BEDEVILLED—D—Anne Baxter, Steve Forrest, Robert Christopher—Slow maving drama will need plenty of help—85m.—see April 20 Issue—(Made In France)—(Eastman color)—(CinemaScope). (523)
BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 Issue—(Eastman Color)—(Made In Holland and England)—(1.75-1)—(SS). (501)
BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry on juvenile delinquency—101m.—see March 9 issue. Leg.: B. (521)
BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope) (502)
CAMILLE—D—Greta Garbo, Robert Taylor, Lionel Barrymore—Gaad reissue for art houses or regulation spats—110m.—see May 4 issue. (524)
COBWEB, THE—D—Richard Widmark, Laureen Bacall, Charles Boyer, Lillian Gish—Highly interesting entry about a mental sanitarium, its patients and its personnel — 124m. — see June 15 issue — (Eastman Color)—(CinemaScope). (531)
CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate pragrammer—90m.—see Nov. 17 issue—(Made In England)—(1.75-1). (511)
DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberan, Helen Traubel—High ratlng—132m.—see Dec. 1 Issue—Leg.: B—(Eastman Calar)—(Print by Technicolor)—(1.75-1). (512)
DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue. (506)
GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color). (522)
GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting meller has the angles—100m.—see Dec. 29 Issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)
HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry — 112m. — see March 9 issue—Leg.: B—(Eastman Color)—(CinemaScope). (519)
INTERRUPTED MELODY—BIDMU—Glenn Ford, Eleanor Parker, Roger Moore—Well made entry has angles—106m.—see April 6 issue—(Eastman Color)—(CinemaScope). ( )
JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating meritorious offering—121m.—see June 17 issue—(SS). (422)
JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 Issue—(Eastman color)—(CinemaScope). (518)
LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)
LOVE ME OR LEAVE ME—BIDMU—Doris Day, James Cagney, Cameron Mitchell—High rating musical should hit the better maney—122m.—see June 1 issue—Leg: B—(Eastman Color)—(CinemaScope). (527)
MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdoor show has names and amusing angles—92m.—see Feb. 9 Issue—Leg.: B—(Eastman Color)—(Cinemascope). (517)
MARAUDERS, THE—OMD—Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis—Good pragrammer—81m.—see April 20 issue—Leg.: B—(Eastman color)—(Print by Technicolor). (526)
MOONFLEET—MD—Stewart Granger, Viveca Lindfors, George Sanders, Joan Greenwood—Interesting meller with angles ta help—89m.—see May 18 issue—Leg.: B—(Eastman Color)—(CinemaScope). (528)
PRODIGAL, THE—MD—Lana Turner, Edmund Purdom, Louis Calhern—Highly Interesting and entertaining entry—114m.—see April 16 issue—Leg.: B—(Eastman color)—(CinemaScope). (525)
ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(1.75-1). (503)
TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequote for the action houses—89m.—see Nav. 3 issue.

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B. (508)

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—Leg.: B (505)

TO BE REVIEWED OR IN PRODUCTION

BAR SINISTER—Jeff Richards, Jarma Lewis, Edmund Gwenn—(Color)—(CinemaScope).

BHOWANI JUNCTION—Ava Gardner, Stewart Granger, William Travers—(Color)—(CinemaScope)—(Made in Pakistan and England).

DIANE—Lana Turner, Pedro Armendariz—(Eastman Color)—(CinemaScope).

FORBIDDEN PLANET—Walter Pidgeon, Anne Froncis, Leslie Nielson—(Color)—(CinemaScope).

GUYS AND DOLLS—Marlon Brando, Jean Simmons, Frank Sinatra—(Technicolor)—(CinemaScope)—(Goldwyn).

INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Claire Sombert, Tamara Toumanova—94m.—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KING'S THIEF, THE—Ann Blyth, Edmund Purdom, David Niven, George Sanders—78m.—(Eastman Color)—(CinemaScope).

KISMET—Howard Keel, Ann Blyth, Vic Damone—(Color)—(CinemaScope).

QUENTIN DURWARD—Robert Taylor, Kay Kendall, Robert Morley—(Color)—(CinemaScope)—(Made in England).

SCARLET COAT, THE—Carnel Wilde, Michael Wilding, Anne Francis, George Sanders — 104m. — (Color)—(CinemaScope).

SVENGALI—Hildegorde Neff, Donald Wolfit, Terence Morgan—(Eastman Color)—(English-made).

TRIAL—Glenn Ford, Dorothy McGuire, Arthur Kennedy—(CinemaScope).

TRIBUTE TO A BAD MAN—Spencer Tracy, Irene Pappas, Robert Francis—(Eastman Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300;
1954-55 releases from 5400)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)

CONQUEST OF SPACE—SFD—Walter Brooke, Eric Fleming, Joan Shawlee—Space thriller will please science-fiction fans and the younger set—80m.—see April 20 issue—(Technicolor)—Leg.: "B." (5407)

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue. (5409)

FAR HORIZONS, THE—MD—Fred MacMurroy, Charlton Heston, Donna Reed—Interesting programmer—108m.—see June 1 issue—(Technicolor)—(VistaVision). (5412)

HELL'S ISLAND—MD—John Payne, Mary Murphy, Francis L. Sullivan—Fair programmer—84m.—see May 18 issue—Leg.: B—(Technicolor)—(VistaVision). (411)

MAMBO — MD — Silvana Mangano, Vittorio Gassman, Shelley Winters—Meller has angles to sell—94m.—see April 6 issue—(Made in Italy)—Leg.: B. (5406)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 Issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—Jomes Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

RUN FOR COVER—OD—James Cagney, Viveca Lindfors, John Derek—Interesting outdoor drama has names ta sell—93m.—see April 6 issue—(Technicolor)—(VistaVision). (5410)

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 Issue—Leg.: B. (5402)

SEVEN LITTLE FOYS, THE—CMU—Bob Hope, Milly Vitale, George Tobias—Top Hope entry headed for higher grosses — 95m. — see June 15 issue — (Technicolor)—(VistaVision). (5413)

STRATEGIC AIR COMMAND—MD—James Stewart, June Allyson, Frank Lovejoy—Well made yarn of present-day air force—114m.—see April 6 issue—(Technicolor)—(VistaVision). (5425)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

TO BE REVIEWED OR IN PRODUCTION

ANYTHING GOES—Bing Crosby, Jeanmorie, Donald O'Connor—(Technicolor)—(VistaVision).

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

COURT JESTER, THE—Donny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS). (5501)

LUCY GALLANT—Jone Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistoVision)—(PS).

MAN WHO KNEW TOO MUCH, THE—James Stewart, Doris Day, Chris Olson—(Technicolor)—(VistaVision)—(Made in Morocco).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Povan—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Mode in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams — (Technicolor) — (VistaVision) — (Made in France)—(PS). (5502)

TOO LATE, MY LOVE—Carol Ohmart, Tom Tryon, Jody Lowrence—(VistaVision).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

ULYSSES—Kirk Douglas, Silvana Mangano, Anthony Quinn—(Technicolor)—(Made in Europe). (5503)

VAGABOND KING, THE—Kathryn Grayson, Oreste Kirkop, Rita Moreno—(Technicolor)—(VistaVision).

WE'RE NO ANGELS—Humphrey Bogart, Aldo Ray, Joan Bennett—(Technicolor)—(VistaVision)—(PS). (5414)

YOU'RE NEVER TOO YOUNG—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—(Technicolor)—(VistaVision)—(PS). (5515)

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdaar action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names should help reissue—86m.—see April 20 issue. (574)

BIG STREET, THE—CD—Henry Fonda, Lucille Ball, Agnes Moorehead—Names should help reissue—88m.—see June 15 issue. (577)

BRINGING UP BABY—C—Katharine Hepburn, Cary Grant, Charlie Ruggles—Reissue has names to help—102m.—see May 18 issue. (575)

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue. (570)

ESCAPE TO BURMA—MD—Barbara Stanwyck, Robert Ryan, David Farrar—Average programmer has names to help—87m.—see April 20 issue—(Technicolor)—(SuperScope). (512)

HANSEL AND GRETEL—NOV—Valces af Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 Issue—(Technicolor). (508)

I REMEMBER MAMA—CD—Irene Dunne, Barbara Bel Geddes, Phillip Dorn—Reissue should click—119m.—see May 18 issue. (576)

INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Relssue of film classic should do okeh—92m.—see April 20 issue. (573)

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average pragrammer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

QUEST FOR THE LOST CITY—DOC—Dana and Ginget Lamb—Interesting Documentary—60m.—see Jan. 12 ssue—(Color)—(Made in Guatemala). (510)

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m.—see March 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 Issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitatian passibilities—73m.—see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

BENGAZI—Richard Conte, Victor McLaglen, Mala Powers—(Technicolor)—(SuperScope). (516)

BOY AND THE BULL, THE—Michel Ray, Fermin Rivera, Rodolpho Hoyos—(Technicolor)—(CinemaScope).

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

JET PILOT — John Wayne, Janet Leigh, J. C. Flippen — —119m.—(Technicolor)—(SuperScope).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—86m.—(Technicolor)—(SuperScope). (515)

PORTRAIT OF ALISON—Terry Moore, Robert Beatty, William Sylvester—(English-made).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—88m.—(Technicolor)—(Superscope)—(1.75-1)—Leg.: C. (513)

TENNESSEE'S PARTNER—Rhonda Fleming, John Payne, Ronald Reagan—(Technicolor)—(SuperScope).

TEXAS LADY—Claudette Colbert, Barry Sullivan, Gregory Walcott—(Technicolor)—(SuperScope).

TREASURE OF PANCHO VILLA, THE—Rory Calhoun, Shelley Winters, Gilbert Roland — (Technicolor) — (SuperScope)—(Mexican made).

WAKAMBA—Edgar M. Queeny African Documentary—65m—(Technicolor). (514)

WAY OUT, THE—Gene Nelson, Mona Freeman—(Made in England).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301)

AFRICAN MANHUNT—MD—Myron Healey, Karen Booth, John Kellogg—For the lower half—65m.—see April 20 issue. (5430)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 Issue. (5326)

DAY TO REMEMBER, A—C—Joan Rice, Donald Sindon, Odile Versois, Stonley Holloway—Interesting art house offering—72m.—see May 18 issue—(English-made)—(Rank). (5433)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor). (5401)

DON JUAN'S NIGHT OF LOVE—MD—Raf Vallone, Silvana Pampanini, Michele Philippe—Uneven import with some selling angles—71m.—see June 29 issue—(Italian-made)—(Dubbed in English).

ETERNAL SEA, THE—BIOD—Sterling Hayden, Alexis Smith, Dean Jagger—Good service film—103m—see April 20 issue. ( )

I COVER THE UNDERWORLD—MD—Sean McClory, Joanne Jordan, Ray Middleton—For the lower half—70m.—see May 4 issue. (5434)

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue. (5310)

SANTA FE PASSAGE—OD—John Payne, Faith Domergue, Read Cameron—Okey frontiersmen vs. Indians entry—90m.—see May 18 issue—(Trucolor). (5404)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Tapical meller has exploitation possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good Import for the art, specialty, and exploitation spots—93m.—see Oct. 20 Issue—Leg.: B—(Italian-(made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh pragrammer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spats—93m.—see Feb. 9 issue—(Trucolor). (5402)

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karln Booth, Billy Chapin—77m.—see Sept. 8 issue. (5309)

TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny import—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 Issue—(Made in Scotland)—(Trucolor). (5313)

YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh for the lower half—83m.—see March 23 issue—(Trucolor). (5403)

TO BE REVIEWED OR IN PRODUCTION

CITY OF SHADOWS—Victor McLaglen, Kathleen Crowley,

COME NEXT SPRING—Steve Cochran, Ann Sheridan, Sonny Tufts—(Trucolor).

DIVIDED HEART, THE—Cornell Borchers, Yvonne Mitchell, Armin Dahlen.

DOUBLE JEOPARDY—Rod Cameron, Gale Robbins, Allson Hayes.

FLAME OF THE ISLAND—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

GREEN BUDDHA, THE—Wayne Morris, Mary Germaine.

HEADLINE HUNTERS—Rod Cameron, Julie Bishop, Ben Cooper.

HOSTAGE, THE—Ray Millond, Mary Murphy—(Trucolor).

JAGUAR—Sabu, Chiquita, Barton MacLane.

LAST COMMAND, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).

LAY THAT RIFLE DOWN—Judy Canova, Robert Lowery.

MAGIC FIRE—Yvonne De Carlo, Carlos Thompson, Rita Gam—(Trucolor)—(Made In Germany).

MAN TO MAN—Rod Cameron, Julie London, Ben Cooper.

MYSTERY OF THE BLACK JUNGLE—Lex Barker, Fiora Maxwell.

ROAD TO DENVER, THE—John Payne, Mona Freeman, Lee J. Cobb—(Trucolor).

TANGABUKU—Documentory—(Made in Africa)—(Cotlow).

TWINKLE IN GOD'S EYE—Mickey Rooney, Coleen Grey, Hugh O'Brian.

VANISHING AMERICAN, THE—Scott Brady, Audrey Totter, Forrest Tucker—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releasee from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gamez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 Issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (424)

ADVENTURES OR SADIE, THE—C—Joan Collins, George Cole, Kenneth More, Hermione Gingold—Satisfactory British comedy for the art spots—88m.—see June 1 issue—Leg.: B—(Eastman Color)—English-made). (508)

ANGELA—MD—Dennis O'Keefe, Mara Lane, Rossane Brazzi—Okey programmer—81m.—see Moy 11 issue—Leg.: B—(Filmed in Italy). (511)

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do akeh—86m.—see Feb. 9 issue—(Reissue). (541)

BLACK 13—MD—Peter Reynolds, Rona Anderson, Patric Barr—For the lower half—75m.—see Nov. 17 Issue—(English-made). (428)

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope). (423)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner, Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 Issue—(Color by DeLuxe)—(CinemaScope). (419)

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends an the individual situation—105m.—see Oct. 20 Issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422)

DADDY LONG LEGS—MUC—Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter—Entertaining entry headed for higher grosses—126m.—see May 11 Issue—(Color by De Luxe)—(CinemaScope). (515)

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue). (542)

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—Far the duallers—71m.—see Dec. 29 issue—(English-made). (429)

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grosses—140m.—see Sept. 8 issue—Leg. B—(Calor by DeLuxe)—(CinemaScope). (420)

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thomas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor). (417)

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico). (506)

MAGNIFICENT MATADOR, THE—D—Maureen O'Hara, Anthony Quinn, Thomas Gomez—Entry has angles—94m.—see June 1 issue—Leg.: B—(Eastman Color)—(CinemaScope). (513)

MAN CALLED PETER, A—BID—Richard Todd, Jean Peters, Marjorie Rambeau—Highly inspirational film will need selling—119m.—see April 9 issue—(Color by DeLuxe)—(CinemaScope). (509)

OTHER WOMAN, THE—D—Hugo Haas, Cleo Moore, Lance Fuller—Okeh programmer for the duallers—81m.—see Jan. 12 issue. (430)

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color). (427)

PRINCE OF PLAYERS—BID—Richard Burtan, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope). (502)

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—95m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War actian meller—83m.—see July 28 issue—(Technicalor). (408)

SEVEN YEAR ITCH, THE—C—Marilyn Monroe, Tom Ewell, Evelyn Keyes—Highly amusing comedy should do better business—105m.—see June 15 issue—(Color by De Luxe)—(CinemaScope). (517)

SOLDIER OF FORTUNE—MD—Clark Gable, Susan Hayward, Michael Rennie—Adventure yarn has high potentiol—96m.—see June 1 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Hong Kong).(514)

THAT LADY—MD—Olivia DeHavilland, Gilbert Roland. Francoise Rosey, Dennis Price—Castume meller will need plenty af push—100m.—see June 1 issue—(Print by Technicolor)—(CinemaScope)—(Made in Spain). (504)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe Dan Dailey, Johnnie Ray, Mitzl Gaynor—Colorful musical is headed for better grosses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (426)

TWELVE O'CLOCK HIGH—MD—Gregory Peck, Hugh Marlowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue. (540)

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Colorful entry has names and angles—111m.—see March 9 issue—Leg.: B—(Calor by DeLuxe)—(CinemaScope). (507)

VIOLENT SATURDAY—MD—Victor Mature, Richard Egan, Virginia Leith—Gangster entry has names and punch—90m.—see April 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (510)

WHITE FEATHER—OMD—Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD—CD—Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed for the better money—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

GIRL IN THE RED VELVET SWING, THE—Ray Milland, Joan Collins, Farley Granger — (Color) — (CinemaScope).

HOW TO BE VERY, VERY POPULAR—Betty Grable, Robert Cummings, Sheree North—(Color)—(CinemaScope). (518)

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan — (Color) — (CinemaScope) — (Made in Japan). (516)

KING AND I, THE—Deborah Kerr, Yul Brynner, Dorothy Dandridge—(CinemaScope).

LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(Color)—(CinemaScope). (520)

LIVING SWAMP, THE—Nature in the Okefenokee Swamp—(Color)—(CinemaScope). (512)

LOVE IS A MANY SPLENDORED THING—William Holden, Jennifer Jones, Gloria Grahame—(Color)—(CinemaScope).

SEVEN CITIES OF GOLD—Richard Egan, Anthony Quinn, Rita Moreno — 105m.—(Color)—(CinemaScope)—Made in Mexico).

TALL MEN, THE—Clark Gable, Jane Russell, Robert Ryan—(Color)—(CinemaScope)—(Made in Mexico).

VIEW FROM POMPEY'S HEAD, THE—Richard Egan, Dana Wynter, Cameron Mitchell.

VIRGIN QUEEN, THE—Bette Davis, Richard Todd, Herbert Marshall—(Color by DeLuxe)—(CinemaScope). (519)

United Artists

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy)—(Flgaro)—(1.75:1).

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur)—(1.75-1).

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import for art and specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BIG HOUSE U. S. A.—MD—Broderick Crawford, Ralph Meeker, Randy Farr—Okeh programmer—82m.—see March 23 issue—Leg.: B—(Schenck).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein)—(1.85-1).

BULLET FOR JOEY, A—MD—Edward G. Robinson, George Raft, Audrey Totter—Okeh programmer—85m.—see April 9 issue—(Bischoff-Diamond)—(1.85-1).

CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—Okeh programmer—83m.—see March 23 issue—(Joyce-Werker)—(1.75-1).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe color)—(Made in Italy)—(Dubbed In English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the duallers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rasemarie Bowe, Abner Biberman—Okeh pragrammer for the lower half—82m.—see Nov. 4 issue—Leg.: B—(Print by Technicalor—(Made In Haiti)—(Kay-Rybnick)—(1.66-1)

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75-1)

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond Burr—Okeh for the lower half—71m.—see Aug 25 issue—(Color)—(Warld)—(1.75-1)

KISS ME DEADLY—MYMD—Ralph Meeker, Maxine Cooper, Paul Stewart—Mickey Spillane entry has angles—105m.—see May 4 issue—Leg.: B—(Parklane).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Weak western for the lower half—62m.—see Nov. 3 issue—(Royal West)—(1.85-1).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—High rating for the art and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1)

MARTY—D—Ernest Borgnine, Betsy Blair, Esther Minciotti High rating heartwarming drama—89m.—See April 6 issue—(Hecht-Lancaster).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory programmer for the lower half—77m.—see Nov. 3 issue—(Filmed in Canada)—(MPTV)—(1.66-1).

OTHELLO—D—Orson Welles, Susanne Cloutier, Michael MacLiammoire—Shakespeare work for the art and speciality houses—92m.—see June 15 issue—(Made in Italy)—(Welles).

PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—Well made interesting entry—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).

ROBBER'S ROOST—W—George Montgomery, Richard Boone, Sylvia Findlay—Okeh western—82m.—see May 18 issue—Leg.: B—(Eastman Color)—(Goldstein-Jacks).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).

SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—Far the lower half or art spots—74m.—see Feb. 9 Issue—(Technicolor)—(Made In India)—(Ferrin)—(1.75-1).

SEA SHALL NOT HAVE THEM, THE—MD—Michael Redgrave, Dirk Bogarde, Nigel Patrick—Fair entry for the art and specialty spots—91m.—(English-made)—(1-66-1)—(Angel).

SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Marla English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Kach)—(1.75-1).

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal ta action spots—105m.—see Sept. 22 Issue—(Eastman colar)—(CinemaScope)—(Frank).

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—Far the lower half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—Far the lower half—80m.—see Nov. 3 issue—(Phoenix)

STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—Good program enrty—66m.—see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).

SUDDENLY—MD—Well-made, interesting meller—Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Sept. 8 issue—(Bassler)—(1.75-1)

SUMMERTIME—ROMD—Katherine Hepburn, Rossano Brazzi, Isa Miranda—Stage play filmization has angles—99m.—see June 15 issue—(Eastman Color)—(Print by Technicolor)—(Made in Italy)—(Lopert).

TIGER AND THE FLAME, THE—MD—Mehtab, Sohrab Modi, Mubarak—Interesting meller for the art spots—97m.—see May 18 issue—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—MD—Frank Lovejoy, Evelyn Keyes, Dale Robertson—Fair programmer—90m.—see May 4 issue—Leg.: B—(Baird-Foster).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 Issue—Leg.: B—(Made In France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meller has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor)—(Made In Mexico)—Leg.: B—(Hecht-Lancaster).

VICTORY AT SEA—DOC—Well-made documentary—97m.—see June 2 Issue—(Salomon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import for the lower half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALBERT, R. N.—Anthony Steel, Jack Warner, Robert Beatty—(Angel—(English-made).

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom—(Technicolor)—(CinemaScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassour).

BIG BLUFF, THE—John Bromfield, Martha Vickers, Robert Hutton—(Wilder).

BIG KNIFE, THE—Jack Palance, Ida Lupino, Shelley Winters—(Aldrich).

DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(Bel-Air).

FORT YUMA—Peter Graves, Joan Vohs, John Hudson, Joan Taylor—(Technicolor)—(Bel-Air).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale)

INDIAN FIGHTER, THE—Kirk Douglas, Walter Matthau, Elsa Martinelli—(Color)—(CinemaScope)—(Byrna).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster)

KISS BEFORE DYING, A—Robert Wagner, Jeffrey Hunter, Virginia Leith — (Eastman Color) — (CinemaScope) — (Crown).

LAST MAN IN WAGON MOUND, THE—Clark Gable (Russ-Field).

LILACS IN THE SPRING—Errol Flynn, Anna Neagle—(Eastman Color)—(Wilcox).

MOBSTERS, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

NEWS IS MADE AT NIGHT—Dana Andrews, Rhonda Fleming, Ida Lupino—(Friedlob).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—Leg.: B—(Gregory).

NOT AS A STRANGER—Robert Mitchum, Olivia DeHavilland, Frank Sinatra, Gloria Grahame—Leg.: B—(Kramer).

RICHARD III—Laurence Olivier, John Gielgud, Ralph Richardson, Claire Bloom — (Technicolor) — (Vista-Vision)—(Made in England)—(Lopert).

SHADOW OF THE EAGLE—Richard Greene, Valentino Cortese, Greta Gynt—(English-made)—(Valiant).

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross)

STORM FEAR—Cornel Wilde, Dan Duryea, Jean Wallace—(Theodora).

TOWN TAMER, THE—Robert Mitchum, Jan Sterling—(Goldwyn, Jr.)

TRAPESE—Burt Lanncaster, Gina Lollobrigida, Tony Curtis—(Made in France)—(Hecht-Lancaster).

TROUBLE SHOOTER, THE—Robert Mitchum, Jan Sterling—(Goldwyn, Jr.).

Universal-International

(1953-54 releases from 401
1954-55 releases from 501)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C—Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue. (513)

ABBOTT AND COSTELLO MEET THE MUMMY—F—Bud Abbott, Lou Costello, Marie Windsor—For the juveniles and A and C fans—79m.—see May 4 issue. (526)

AIN'T MISBEHAVIN'—CMU—Rory Calhoun, Piper Laurie, Jack Carson—Fair programmer—81½m.—see June 1 issue—Leg.: B—(Technicolor). (529)

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor). (501)

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor). (CinemaScope)—(429)—(regular 432)

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—Interesting costume meller—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope) (517)

CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—Satisfactory horror show for the program—82m.—see March 23 Issue—(523).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactary outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)

DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B (508)

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Carinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor). (511)

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, Gearge Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)

FOXFIRE—D—Jane Russell, Jeff Chandler, Dan Duryea—Interesting drama—91½m.—see June 15 issue—Leg.: B—(Technicolor). (528)

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (486)

LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Nael Purcell—Okeh programmer ar art house entry—82m.—see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank) (509)

LOOTERS, THE—MD—Roray Calhoun, Julie Adams, Ray Danton—Good programmer—87m.—see April 20 issue. (524)

MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see March 9 issue. (519)

MAN FROM BITTER RIDGE, THE—W—Lex Barker, Mara Corday, Stephen McNally—Okeh western—80m.—see April 20 issue—(Eastman color). (525)

MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beat outdoor action entry has the angles—89m.—see March 9 issue—(Technicolor). (520)

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)

PURPLE MASK, THE—MD—Tony Curtis, Coleen Miller, Gene Barry — Satisfactory programmer — 82m. — see June 15 issue—(Technicolor)—(CinemaScope). (530)

REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, John Bromfield—Meller has angles, especiall in 3-D—82m.—see March 23 issue. (3-D; 521); (2-D; 522).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(1.85-1). (504)

SHRIKE, THE—D—Jose Ferrer, June Allyson, Kendall Clark—Psychological drama has angles—88m.—see May 18 issue.

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor). (CinemaScope—505)—(regular—506)

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 issue—(Technicolor). (516)

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical hos names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor). (507)

THIS ISLAND EARTH—SFD—Jeff Morrow, Faith Domergue, Rex Reason—Good programmer—87m.—see April 6 issue—(Technicolor). (527)

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor). (503)

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

AWAY ALL BOATS—Jeff Chandler, George Nader, Julie Adams—(Technicolor)—(VistaVision)—(Made in Virgin Islands).

BACKLASH—Richard Widmark, Donna Reed—(Technicolor).

FEMALE ON THE BEACH—Joan Crawford, Jeff Chandler, Jon Sterling—Leg.: B.

FRANCIS IN THE NAVY—Donald O'Connor, Martha Hyer, Jim Backus. (534)

GIRL IN THE CAGE, THE—William Campbell, Kathleen Case, Keenan Wynn.

KETTLES IN THE OZARKS, THE—Marjorie Main, Arthur Hunnicutt, Una Merkel.

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor).

LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor). (532)

ONLY YESTERDAY, A—Rock Hudson, Cornell Borchers, George Sanders—(Technicolor).

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest—(Technicolor). (533)

RAWHIDE YEARS, THE—Tony Curtis, Colleen Miller, Arthur Kennedy—(Technicolor).

SECOND GREATEST SEX, THE—Jeanne Crain, George Nader, Bert Lair—(Technicolor)—(CinemaScope).

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).

TARANTULA—John Agar, Mara Corday, Leo G. Carroll.

THERE'S ALWAYS TOMORROW—Barbara Stanwyck, Fred MacMurray, Joan Bennett.

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope).

WORLD IN MY CORNER—Audie Murphy, Barbara Rush, Jeff Morrow.

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman—High rating Marine yarn—149m.—see Feb. 9 Issue—WarnerColor)—(CinemaScope). (411)

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerColor)—(1.85-1). (402)

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerColor)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)

JUMP INTO HELL—ACD—Jack Sernas, Kurt Kasznar, Arnold Moss—Rugged war entry should do okeh in action spots as programmer—93m.—see April 6 issue. (410)

MISTER ROBERTS—C—Henry Fonda, James Cagney, Jack Lemmon—High rating—123m.—see June 1 issue—Leg.: B—(WarnerColor)—(CinemaScope). (418)

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: B. (413)

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue. (406)

SEA CHASE, THE—MD—John Wayne, Lana Turner, Tab Hunter—Interesting meller has names and entertainment angles—117m.—see May 18 issue—Leg.: B—(WarnerColor)—(CinemaScope). (416)

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope). (408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(CinemaScope). (403)

STRANGE LADY IN TOWN—MD—Greer Garson, Dana Andrews, Cameron Mitchell—Entertaining entry needs sales push—112m.—see Apr. 20 issue—(WarnerColor)—(CinemaScope). (415)

TALL MAN RIDING—W—Randolph Scott, Dorothy Malone, Peggie Castle—Okey western—83m.—see May 18 issue—(WarnerColor). (417)

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)

UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue. (412)

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Irwin Allen Nature documentary—(Technicolor).

BLOOD ALLEY—John Wayne, Lauren Bacall—(WarnerColor)—(CinemaScope)—Leg.: B.

DAM BUSTERS, THE—Richard Todd, Michael Redgrave—125m.—(English-made). (420)

DARKEST HOUR, THE—Alan Ladd, Joanne Dru, Edward G. Robinson—(WarnerColor)—(CinemaScope).

GIANT—Elizabeth Taylor, Rock Hudson, James Dean, Mercedes McCambridge — (WarnerColor) — (CinemaScope).

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke — (WarnerColor) — (CinemaScope) — (Made in Italy).

HANDFUL OF CLOUDS, A—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

LAND OF THE PHARAOHS—Jack Hawkins, Luisella Boni, Dewey Martin — Leg.: B — (WarnerColor) — (Print by Technicolor) — (CinemaScope) — (Made in Egypt and Italy). (419)

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MIRACLE IN THE RAIN—Van Johnson, Jane Wyman.

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales).

PETE KELLY'S BLUES—Jack Webb, Peggy Lee, Edmond O'Brien—(Print by Technicolor)—(CinemaScope).

REBEL WITHOUT A CAUSE—James Dean, Natalie Wood—(WarnerColor)—(CinemaScope).

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).

SINCERELY YOURS—Liberace, Joanne Dru, Dorothy Malone—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

BLONDE PICK-UP, THE—Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell—Exploitation film for the duallers—57m.—see April 6 issue—(Globe Roadshows).

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept. 8 issue—(Color)—(Made In Africa)—(Bregstein).

CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stanley-Warner Cinerama).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 Issue—(Eastman Color)—(Schaefer).

DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—For the lower half—69m.—see March 23 issue—(Beverly).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicolor)—(Selznick).

FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 Issue—(American Releasing Corp.).

FIVE GUNS WEST—W—John Lund, Dorothy Malone, Touch Connors—Better than average western—78m.—see May 4 issue—(PatheColor)—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in South Seas)—(Bell).

GANGBUSTERS — MD — Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Koren Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 Issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m —see Sept. 22 issue—(Hallmark).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves For the lower holf—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Boy Scouts and film stars—Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Notive Karamojans—60m.—see Sept. 8 issue—Leg.: C—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Polma, Ramon Gay—Stock thriller for the lower half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

MAMBO BURLESK—BUR—Rita Ravell, Misty Ayers, Mitzi Doerre—Satisfactory for burlesque spots—52m.—see June 1 issue—(Mishkin).

MURDER IN VILLA CAPRI—MD—John Heath, Neil Hamilton, Esther Minciotti—Mediocre lower half filler—68m.—see June 15 issue—(Screen Guild).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

NAUGHTY NEW ORLEANS—MUC—Julianne, Allouette, Montmarte Kitty—Satisfactory entry for spots that can play it—63m.—see May 18 issue—(Eastman color)—(Union).

OPEN SECRET—MD—John Ireland, Jane Randolph—For the lower half—67m.—see June 15 issue—(Marathon).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 Issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

UNCOVER GIRLS—BUR—Gilda—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

VARIETEASE—BUR—Lilli St. Cyr—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr—Fair burlesque entry—66m.—Partly in color—(Union).

English Films

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

CHANCE MEETING—D—Odile Versois, David Knight, Joseph Tomelty—Interesting programmer for English spots—94m.—see May 18 issue—(English-made)—(Pacemaker).

DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller—83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DEVIL GIRL FROM MARS—SFD—Hugh McDermott, Hazel Court, Peter Reynolds—Science-fiction import for the lower half—77m.—April 6 issue—(English-made)—(Spartan).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

EIGHT O'CLOCK WALK—MD—Richard Attenborough, Cathy O'Donnell, Ian Hunter—For the art and specialty houses—87m.—see June 15 issue—(English-made)—(Associated Artists).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots—75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FRIONT PAGE STORY—MD—Jack Hawkins, Elizabeth Allen, Eva Bartok—Fair meller for the art spots—95m.—see May 18 issue (English made)—(Associated Artists).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m.—see Jan. 26 issue—(English-made)—(Associated Artists).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

GREEN SCARF, THE — MYD — Michael Redgrave, Kleron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots—100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leonard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

MIDNIGHT EPISODE—MYC—Stanley Holloway, Leslie Dwyer, Meredith Edwards—Entertaining entry for the art spots—78m.—see June 1 issue—(English-made)—(Fine Arts).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing import for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary—38m.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

TO PARIS WITH LOVE—C—Alec Guinness, Odile Versois, Vernon Gray—Guinness draw makes this an art house natural with possibilities elsewhere—78m.—see May 18 issue—(Technicolor)—(English-made)—(Continental).

THREE CASES OF MURDER—MD—Emrys Jones, John Gregson, Colette Wilde—Off beat three part melodrama for art spots—99m.—see May 18 issue—(English made)—(Associated Artists).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman color)—(BIS).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

ANNA CROSS, THE—D—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Class-Mohme).

BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulaveva, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BRIDE WITH A DOWRY—CD—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Romon Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

CITY OF VIOLENCE—MD—Maria Mentez, Alan Curtis, Massimo Serato—Routine meladrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

COMPANIONS OF THE NIGHT—D—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 issue—(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Fair import for the art houses—84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

FOUR WAYS OUT—MD—Gina Lollobrigida—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

FRENCH TOUCH, THE—C—Fernandel—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One of the better imports—108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GATE OF HELL—D—Machiko Kyo, Kazue Hasegawa, Isao Yamagata—Outstanding entry for the art spots—89m.—See April 20 issue—(Japanese made)—(English titles)—(Eastman color)—(Harrison).

GRAN VARIETA—CDMU—Vittorio De Sica, Lea Padovani, Nico Pepe—Okeh import for art spots—102m.—see June 1 issue—(Italian-made)—(English titles)—(Color)—(Continental).

GREAT ADVENTURE, THE—OD—Arne Sucksdorff, Anders Norborg, Kjell Sucksdorff—Excellent import for the ort spots—75m.—see June 15 issue—(Swedish-made)—(English norration)—(De Rochemont).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini,—Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles)—(Continental).

HAMIDO—MD—Hoda Soultan, Farid Chawky, Tahia Carioca—Import has selling angles and novelty—122m.—see June 1 issue—(Egyptian-made)—(English title)—(Gould).

HEARTBREAK RIDGE—DOC—Well-made Korean war documentary for art spots—Produced by Rene Risacher; directed by Jacques Dupont—86m.—see May 18 issue—(French made)—(English titles and narration)—(Eastman color)—(Stereophonic sound and Perspectascope)—(Tudor).

HIROSHIMA—DOC—Yoshi Kotoh, Eiji, Isuzu Yamado—Quality import for the art spots—85m.—see June 15 issue — (Jopanese-made) — (English titles) — (Continentol).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegarde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue — (French-made) — (English titles) — Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue—(Technicolor)—(Italian-Made)—(BuenaVista through various franchise holders).

IMPOSTER, THE—MD—Japanese cast—Okeh Oriental import for the art houses—89m.—see April 6 issue—(Japanese-made)—(English titles)—(Brandon).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

MERRY-GO-ROUND—CD—Fair import for art spots and German language houses—100m.—see April 20 issue—(German made)—(English titles)—(Casino).

NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Francoise Rosay—Okeh for the art spots—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).

NO WAY BACK—MD—Ivan Desny, Ruth Niehaus, Rene Deltgen—Good import for the art spots—87m.—see June 15 issue—(German-made)—(English titles)—(Fine Arts).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art hauses—93m.—see Dec. 29 issue—(Swedish-made)—(English titles)—(Times)—Leg.: C.

PARIS INCIDENT—CD—Fine import for the art and class spots — 90m. — see July 28 issue — (French-made)—(English titles)—(Davis).

PRINCESS CINDERELLA—FAN—Should appeal most to juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).

SIDE STREET STORY—D—Toto—Good Italian import for the art spots—84m.—see July 28 issue—(Italian-made)—(English titles)—(Burstyn).

SKANDERBEG—HISD—Historical action drama for Russian spots — 95m. — see July 28 issue — (Russian-made) — (English titles)—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkino).

TRUE AND THE FALSE, THE—D—Signe Hasso—Satisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—Routine Soviet Import—99m.—see Dec. 29 issue—(Made In U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Superior import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Columbia

Two Reel
COMEDIES

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		ALL-STAR (6)			
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933
7415	(Apr. 28)	Scratch, Scratch, Scratch (Clyde)	F	16m.	3966
7416	(June 9)	Nobody's Home (Quillian-Vernon)		16½m.	
		ASSORTED FAVORITE REPRINTS (6)			
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933
7426	(May 5)	Hiss and Yell (Vague)	G	18m.	3981
		COMEDY FAVORITE RE-RELEASES (6)			
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Gaod Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)	G	18m.	3953
7435	(Apr. 21)	Ready Willing But Unable (Brendel)	F	16m.	3959
7436	(June 16)	Training Far Trouble (Schilling & Lane)	F	15½m.	3981
		SERIALS (4)			
7120	(Nov. 11)	Riding With Buffala Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933
7160	(June 9)	Adventures of Captain Africa	F	15ep.	3982
		THE THREE STOOGES (8)			
7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frantier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse	F	16m.	3953
7407	(Apr. 14)	Bedlam in Paradise	F	16m.	3959
7408	(June 2)	Stone Age Romeos			
		CANDID MICROPHONES (Reissues)			
7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934
7555	(June 2)	Series 2, No. 2			
		COLOR FAVORITES (18) (Technicolor) (Reissues)			
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts Fram the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber	G	6m.	3947
7610	(Apr. 7)	Treasure Jest	G	6½m.	3955
7611	(Apr. 21)	Picnic Panic	F	6m.	3966
7612	(May 12)	Mother Hubba-Hubba Hubbard	F	6m.	3982
7613	(June 2)	Kukunuts	G	6½m.	3982
7614	(June 23)	Scary Crows			
7615	(July 14)	Little Rover		9m.	
		MR. MAGOO (4) (Technicolor)			
7701	(Dec. 16)	Destination Magoo	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926
7703	(May 19)	Magoo Express	G	6m.	3966
7704	(June 23)	Madcap Magoo			
		MR. MAGOO SPECIAL (Technicolor) (CinemaScope)			
7509	(Jan. 6)	When Magoo Flew	E	7m.	3857
		(1954-55) MUSICAL SPECIAL (1)			
7999	(Sept. 2)	Autumn in Rome	G	8m.	3843
		SCREEN SNAPSHOTS (10)			
7B51	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7353	(Nov. 18)	Hollywood Cowboy Stars	F	10½m.	3947
7854	(Dec. 16)	Hollywood Like	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers	F	10m.	3959
7858	(May 5)	Hollywood Plays Golf		9m.	
7859	(June 16)	Hollywood Beauty		11m.	
7860	(July 14)	Hollywood Mothers			
		THRILLS OF MUSIC (6) (Reissues)			
7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nav. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys	G	10½m.	3900
7954	Feb. 10)	Tony Pastar and Orch.	G	10m.	3934
7955	(Apr. 10)	Elliott Lawrence & Orch.	G	10m.	3974
7956	(June 9)	Ray Eberle & Orch.	G	10m.	3983
		UPA ASSORTED CARTOONS (4) (Technicolor)			
7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Mar. 24)	Four Wheels No Brakes	E	6½m.	3955
7504	(May 19)	Baby Boogie	E	7m.	3966
		WORLD OF SPORTS (10)			
7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskin	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise	F	9m.	3967
7808	(Apr. 28)	Barking Champs	G	9m.	3967
7809	(June 2)	Sun Sports			

MGM

TWO REEL SPECIAL

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		MGM's 1955 Motion Picture Celebration	G	18m.	3933

One Reel
CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W-639	(Nov. 13)	Downhearted Duckling	G	7m.	3973
W-640	(Dec. 4)	Dixieland Droopy (TA)	E	8m.	3973
W-641	(.....)	Field and Scream	G	7m.	3973
W-642	(.....)	Mouse For Sale	F	7m.	3973
		CINEMASCOPE CARTOONS (4) (Technicolor)			
C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)	G	7m.	3947
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)	F	7m.	3947
		FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)			
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	3955
		GOLD MEDAL REPRINT CARTOONS (8)			
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
W-662	(Jan.)	Part Time Pal	G	7m.	3900
W-663	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
W-664	(Feb.)	Dr. Jekyll and Mr. Mouse	G	8m.	3947
W-665	(Mar.)	Salt Water Tabby	F	7m.	3947
W-666	(.....)	Mouse In The House	G	8m.	3982
W-667	(.....)	Little Tinker	G	7m.	3982
W-668	(.....)	Slap Happy Lion	G	7m.	3982
		PETE SMITH SPECIALTIES (10)			
S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Rough Riding (Tech.)	G	9m.	3934
S-653	(Jan.)	The Man Around The House	F	9m.	3919
S-654	(Feb.)	Keep Young	F	9m.	3866
S-655	(Mar.)	Sports Trix	G	9m.	3926
S-656	(Mar.)	Just What I Needed	F	9m.	3947
S-657	(.....)	Global Quiz (Color)	G	10m.	3967
S-658	(.....)	Animals In Action	F	9m.	3983
S-659	(.....)	Historical Oddities	G	9m.	3983
S-660	(.....)	The Fall Guy	G	9m.	3983

Paramount

SPECIAL (Technicolor)

T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933
		CARTOON CHAMPIONS (6) (Technicolor) (Reissues)			
S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842
		CASPER CARTOONS (6) (Technicolor)			
B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek	G	7m.	3947
B14-4	(Mar. 4)	Keep Your Grin Up	G	6m.	3955
B14-5	(May 27)	Spooking With A Brogue	F	6m.	
B14-6	(July 15)	Bull Fright			
		GRANTLAND RICE SPORTLIGHTS (12)			
R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hot and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	3947
R14-7	(Apr. 8)	Baseball's Acrobatic Age		9m.	
R14-8	(May 13)	Tumbling Jamboree		9m.	
R14-9	(June 10)	High Score Bowling			
R14-10	(July 1)	San Fernando Saddle Champs			
		HEADLINER CHAMPIONS THRILLS (6) (Reissues)			
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843
		HERMAN AND CATNIP CARTOONS (4) (Technicolor)			
H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood	G	7m.	3947
H14-3	(Apr. 8)	A Bicep Built For Two		7m.	
		NOVELTOONS (6) (Technicolor)			
P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	3947
P14-4	(Mar. 25)	Git Along Lil' Duckie		7m.	
P14-5	(June 10)	News Hound			
P14-6	(July 8)	Pop Goes The Weasel			
		PACEMAKERS (6)			
K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	G	10m.	3947
K14-4	(May 20)	Five Hundred Horses		10m.	
K14-5	(June 3)	Florida Aflame			
K14-6	(June 17)	Walk In The Deep		10m.	
		POPEYE CARTOONS (8) (Technicolor)			
E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags	E	7m.	3946
E14-4	(Feb. 11)	Nurse To Meet Ya	G	6m.	3955
E14-5	(Mar. 11)	Penny Antics		8m.	
E14-6	(May 20)	Beaus Will Be Beaus		6m.	
E14-7	(May 27)	Gift Of Gag			
		TOPPERS (6)			
M14-1	(Nov. 19)	The Nerve of Some People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore	G	10m.	3947
M14-5	(Apr. 15)	Let's Look At The Birds		9m.	
M14-6	(Apr. 22)	Pick A Pet		8m.	
		VISTAVISION SPECIAL Paramount Presents VistaVision	G	20m.	3933
V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
V14-2	(Apr. 29)	Vistavision Visits Mexico	E	17m.	3966
V14-3	(May 27)	Vistavision Visits The Sun Trails			
	(June)	VistaVision Visits Hawaii			
	(July)	VistaVision Visits Japan			

RKO

Two Reel

		EDGAR KENNEDY REISSUES (6)			
53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880
		LEON ERROL REISSUES (6)			
53701	(Oct. 1)	Oh Professor Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880
		RAY WHITLEY REISSUES (2)			
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842
		RKO-PATHÉ SPECIALS (8)			
53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River To The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers	E	15½m.	3953
52901	(May 6)	Operation Icecap	G	19m.	3966
		SPORT SPECIALS (2)			
53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(Apr. 15)	Basketball Highlights		15m.	
		MY PAL REISSUES (2)			
53201	(Oct. 8)	I Found A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842
		THEATRE OF LIFE			
53301	(June 17)	Devil Take Us	E	21m.	3981

One Reel

		SCREENLINERS (13)			
54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
54208	(Apr. 1)	Bush Doctor	G	11m.	3967
54209	(Apr. 29)	Inland Seas	G	11m.	3967
54210	(May 27)	Staff Of Life	G	8m.	3967
54211	(June 24)	Rest Assured	F	8m.	3967
54212	(July 22)	Safety Is Their Business	G	8m.	
54213	(Aug. 19)	Film Fun		9m.	
		SPORTSCOPES (13)			
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mar. 18)	Here's Hockey	G	10m.	3939
54309	(Apr. 15)	Jai Alai	F	8m.	3967
54310	(May 13)	Everglade Posse	F	8m.	3967
54311	(June 10)	Downhill Yachts	F	8m.	
		WALT DISNEY CARTOONS (3) (Technicolor) (C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)			
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	39
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54107	(Apr. 1)	Blame It On The Samba	G	6m.	3953
54108	(Apr. 22)	Chip An' Dale	G	7m.	3966
54109	(May 13)	Pedro	G	8m.	3973
54110	(June 10)	El Gaucho Goofy	G	8m.	3973
54111	(June 24)	Aquerela Do Brasil	G	8m.	3982
54112	(July 15)	The Flying Gauchito			

Republic

		SERIALS (4)			
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kongo	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again	G	13ep.	3953
5485	(June 27)	King Of The Carnival			
		One Reel THIS WORLD OF OURS (6) (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand	G	10m.	3973
5387	(Dec. 15)	Bali		9m.	
5388	(Mar. 1)	Venezuela	G	9m.	3983

20th Century-Fox

		CINEMASCOPE SPECIALS (Color)			
7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polovetzian Dances From Prince Igor	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	(.....)	Miracle of Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3739
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piano Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Mar.)	Tuna Clipper Ship (Tech.)	E	17m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	14m.	3918
7506	(Apr.)	Land Of The Nile (Color)		9m.	
7507	(May)	Tears Of The Moon (Color)	E	10m.	3973
7508	(Apr.)	Isles Of Lore (Color)		10m.	
7509	(May)	Punts And Stunts (Color)			
7510	(Mar.)	Pageants And Pastimes (Color)	F	13m.	3967
7511	(Apr.)	Colorado Holiday (Color)		9m.	
7512	(May)	Children Of The Sun (Color)		7m.	
7513	(May)	Clear The Bridge (Color)			
		One Reel SEE IT HAPPEN (6)			
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears In Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr.)	Heckle and Jeckle In Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gondy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohamo Yankee	E	7m.	3933
5503	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish			
5509	(Apr.)	Little Roquefort In No Sleep For Percy			
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3683
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3722
5415	(Moy)	Gondy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fishermon's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerlond	F	6m.	3946
5504	(Feb.)	Swooning The Swooners	G	7m.	3955
5506	(Mar.)	Gondy Goose In It's All In The Stars	G	7m.	3959
5508	(Apr.)	The Two-Headed Giant	F	7m.	3967

United Artists

SPORTS SPECIAL

		Marciono-Charles Fight	G	21m. 3845
		Marciano-Cockell Fight	G	21m. 3973

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

1301	(Nov. 29)	Chomp Butler Sings	G	15m. 3893
1302	(Dec. 30)	Road Show	G	15m. 3893
1303	(Jan. 17)	The Robins Sing	G	15m. 3925
1304	(Feb. 14)	Keep It Cool	F	16m. 3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m. 3925
1306	(Apr. 11)	Strictly Informol	G	16m. 3925
1307	(Moy 16)	Girl Time	G	16m. 3982
1308	(June 20)	Webb Pierce And His Wonderin' Boys	F	16m. 3973
		SPECIALS		
1201	(Nov. 12)	A Gift From Dirk	G	19m. 3893
		(1954-55)		
1300	(Mar. 15)	A World Of Beauty	G	17m. 3925
		King's Secret, The (Color)	E	16m. 3982

One Reel

VISTARAMA SPECIAL

(CinemaScope and other aspect ratios)

(Eastman Color)

	(Nov.)	Speed Sub-Zero	G	9½m. 3874
	(Mar. 28)	Fortress Of Freedom (Tech) (SS)	E	10m. 3967
		COLOR PARADES		
1381	(Feb. 28)	Dust Eaters	E	9½m. 3947
1382	(Mor. 21)	Moose Country	F	9½m. 3967
1383	(Apr. 25)	White Magic	G	9m. 3967
		WALTER LANTZ CARTUNES (13) (Technicolor)		
1321	(Dec. 20)	I'm Cold	G	6m. 3894
1322	(Jan. 17)	Helter Shelter	G	6m. 3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m. 3926
1324	(Mar. 14)	Witch Crafty	F	6m. 3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m. 3926
1326	(May 9)	Private Eye Pooch	G	6m. 3947
1327	(June 6)	Sh-h-h-h	E	6m. 3966
1328	(July 4)	Bedtime Bedlom	G	6m. 3973
1329	(Aug. 1)	Paw's Night Out	G	6m. 3982
		WALTER LANTZ CARTUNES (Reissues)		
1351	(Feb. 21)	The Band Master	G	7m. 3946
1352	(Mar. 28)	The Mad Hatter	G	7m. 3955
1353	(Apr. 25)	Banquet Busters	G	7m. 3959
1354	(May 30)	Kiddie Koncert	G	7m. 3982
1355	(June 27)	Pixie Picnic	G	7m. 3982
1356	(July 25)	Wacky Bye Baby	G	7m. 3983
		VARIETY VIEWS		
1341	(Dec. 27)	Trouble Bruin	G	9m. 3926
1342	(Jan. 31)	Little Lost Scent	F	9m. 3947
1343	(Apr. 11)	Whatever Goes Up	G	9m. 3967

Warners

SPECIALS (12)

(Technicolor)

2001	(Sept. 11)	Gay Parision	E	20m. 3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m. 3865
2003	(Nov. 6)	Moriners Ahoy	G	17m. 3880
2004	(Jan. 8)	Where Winter Is King	G	17m. 3918
2005	(Dec. 4)	Bill Of Rights	G	22m. 3899
2006	(Feb. 5)	Beouty And The Bull	E	17m. 3933
2007	(Mar. 5)	Mississippi Troveler (Warner Color)	E	17m. 3946
2008	(Apr. 9)	Old Hickory	E	17m. 3966
2009	(Aug. 13)	Festival Days		
2010	(May 28)	Wove Of The Flag	E	19m. 3982
2011	(June 18)	The Adventure Of Alexander Selkirk		
2012	(July 16)	Uronium Fever		
		CLASSICS OF THE SCREEN (6)		
2101	(Sept. 25)	Wells Fargo Doys	F	20m. 3842
2102	(Nov. 20)	Camera Hunting	G	19m. 3880
2103	(Jan. 22)	Three Cheers For The Girls		
2104	(Mar. 26)	When The Talkies Were Young	E	17m. 3953
2105	(May 28)	At The Stroke of Twelve	F	20m. 3981
2106	(July 2)	The Glory Around Us		

One Reel

BLUE RIBBON HIT PARADES (18)

(Reissues)

(Technicolor)

2301	(Sept. 11)	Rhopsody In Rivets	E	7m. 3842
2302	(Oct. 16)	Inki At The Circus	F	7m. 3842
2303	(Nov. 6)	Foxy Duckling	G	7m. 3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m. 3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m. 3888
2306	(Feb. 5)	Back Alley Oproar	F	7m. 3939
2307	(Feb. 26)	You Were Never Duckier	G	7m. 3947
2308	(Apr. 2)	House Hunting Mice	F	7m. 3966
2309	(Apr. 23)	Crowing Pains	F	7m. 3966
2310	(June 4)	Hop, Look, And Listen	F	7m. 3982
2311	(June 25)	Tweety Pie	E	7m. 3983
2312	(July 23)	Goofy Gophers		
2313	(Aug. 20)	What's Brewin' Bruin		
		BUGS BUNNY SPECIALS (8) (Technicolor)		
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m. 3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m. 3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m. 3933
2726	(Mar. 26)	Sahara Hare	G	7m. 3947
2727	(May 7)	Hare Brush	G	7m. 3982
2728	(June 11)	Rabbit Rampage		
2729	(July 9)	This Is A Life?		
2730	(Aug. 27)	Hyde And Hare		
		JOE McDOAKES COMEDIES (6)		
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m. 3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m. 3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m. 3919
2404	(Mar. 12)	So You Want To Be A Gladiator	F	10m. 3947
2405	(May 7)	So You Want To Be On A Jury	F	10m. 3983
2406	(Aug. 27)	So You Want A Model Railrood		
		MELODY MASTER BANDS REISSUES (6)		
2801	(Sept. 4)	Melody Of Youth	G	10m. 3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m. 3843
2803	(Jan. 1)	South American Sway	F	9m. 3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m. 3900
2805	(June 11)	U. S. Service Bands		
2806	(Apr. 16)	The Playgirls	G	10m. 3967
		MERRIE MELODIES (22) (Technicolor)		
2701	(Sept. 4)	Gone Batty	G	7m. 3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m. 3866
2703	(Oct. 2)	By Word Of Mouse	F	7m. 3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m. 3880
2705	(Oct. 30)	Quack Shot	G	7m. 3880
2706	(Nov. 27)	My Little Duckaroo	G	7m. 3880
2707	(Dec. 11)	Sheep Ahoy	G	7m. 3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m. 3909
2709	(Jan. 15)	Feather Dusted	F	7m. 3909
2710	(Jan. 29)	Pests For Guests	G	7m. 3909
2711	(Feb. 19)	All Fowled Up	F	7m. 3933
2712	(Feb. 26)	Stork Naked	G	7m. 3933
2713	(Mar. 12)	Lighthouse Mouse	G	7m. 3947
2714	(Apr. 2)	Sandy Claws	G	7m. 3966
2715	(Apr. 16)	The Hole Idea	E	7m. 3966
2716	(Apr. 30)	Ready, Set, Zoom	G	7m. 3966
2717	(May 21)	Past Perfumance	E	7m. 3982
2718	(June 4)	Tweety's Circus	F	7m. 3982
2719	(June 25)	Lumber Jerks		
2720	(July 23)	Double Or Mutton		
2721	(Aug. 6)	Jumpin' Jupiter		
2722	(Aug. 20)	A Kiddie's Kitty		
		THE SPORTS PARADE (10) (Technicolor)		
2501	(Sept. 18)	Circus On Ice	F	10m. 3844
2502	(Oct. 23)	Hatteras Honkers	F	10m. 3866
2503	(Dec. 11)	Rodeo Roundup	F	10m. 3900
2504	(Jan. 15)	Silver Blades	G	10m. 3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m. 3934
2506	(Mar. 19)	Football Royal	G	10m. 3967
2507	(May 21)	Riviera Revelries	G	10m. 3983
2508	(Apr. 23)	Rocky Mountain Big Game	F	10m. 3967
2509	(July 9)	Italian Holiday		
2510	(Aug. 6)	Aquo Queens		
		WARNER VARIETIES (7)		
2601	(Oct. 2)	This Mechanicol Age	G	10m. 3866
2602	(Nov. 13)	Ski Flight	F	9m. 3888
2603	(Dec. 25)	Bit Of The Best	G	10m. 3900
2604	(Mar. 19)	Those Exciting Days	G	10m. 3947
2605	(Apr. 30)	Fire, Wind, Flood	E	9m. 3967
2606	(June 18)	Some Of The Greatest		
2607	(July 30)	Gadgets Galore		

Miscellaneous

Alien Orders (COI)	F	10m.	3857
Barber Of Seville, The (Color) (Filmeco)	G	26m.	3959
Britain's Choice (BIS)	G	13½m.	
Chevalier de Menilmontant (Burstyn)	G	14m.	3873
Churchill, Man Of The Century (BIS)	G	20m.	3953
Composers In Clay (United World)	G	22m.	3856
For Peace and Friendship (Color) (Artkino)	F	39m.	3887
Formosa: The Guarded Island (Film Renters)	G	18m.	3953
Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
Herman Melville's Moby Dick (Color) (Busstyn)	E	30m.	3981
Higland Journey (Color) (BIS)	E	24m.	
Illegitimate Child (Savcolor) (Artkino)	F	16m.	3873
Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
Lesson In Anatomy, A (IFE)	F	11m.	3849
Light And Mankind (Technicolor) (Baker-Brill)	E	9m.	3982
Lost Paradise, The (Pictura)	G	11m.	3857
Miracle In Music, A (American)	G	8m.	3900
Moving Spirit, The (Tech) (Kingsley-Int.)	E	17m.	3953
Mystery Of Leonordo, The (IFE)	F	10m.	3848
New Van Gogh, The (IFE)	G	15m.	3856
Paul Gauguin (Pictura)	G	13m.	3848
Queen's Colors, The (McDonald)	E	17m.	3918
Queen's Navy, The (BIS)	G	20m.	
Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
Romantic Youth (Burstyn)	F	15m.	3865
Sister Alenoushka and Brother Ivanusha (Color) (Artkino)	F	13m.	3841
Siam (Buena Vista) (Technicolor)	E	32m.	3918
Songs Of The Russian Land (Sovcolor) (Artkino)	F	41m.	3841
Story of Light, The (Color) (Bondy)	E	9m.	3866
Switzerland (Technicolor) (Cinema-Scope) (Bueno Vista)	E	32m.	3959
Third Avenue El (Color) (Ardee)	F	12m.	3973
Thursdoy's Children (BIS)	E	20m.	3953
USSR Today No. 19 (Artkino)	F	12m.	3844
USSR Today No. 24 (Artkino)	F	19m.	3874
World of Life, The No. 1 (Meadow)	G	16m.	3873
World of Life, The No. 7 (Meadow)	G	16m.	3873
World Of Life, The, No. 10 (Meadow)	G	16m.	3933
World of Life, The No. 13 (Meadow)	F	16m.	3873
World of Life, The No. 15 (Meadow)	G	15m.	3873

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the

ALLIED ARTISTS

MAY

Las Vegas Shakedown
D. O'Keefe, C. Grey

Skabenga
Jungle Documentary

JUNE

Finger Man
F. Lovejoy, P. Castle

Lord Of The Jungle
J. Sheffield, W. Morris, N. Gates

JULY

Wichita
J. McCrea, V. Miles, L. Bridges

Case Of The Red Monkey
R. Conte, R. Anderson, R. Napier
(English-made)

Spy Chasers
L. Gorcey, H. Hall, L. Davis

COLUMBIA

MAY

The End Of The Affair
D. Kerr, V. Johnson, J. Mills

Tight Spot
G. Rogers, E. G. Robinson, B. Keith

Cell 2455, Death Row
W. Campbell, M. Carr, R. Campbell

Seminole Uprising
G. Montgomery, K. Booth
(Technicolor)

JUNE

A Prize Of Gold
R. Widmark, M. Zetterling, N. Patrick
(Technicolor)

5 Against The House
G. Madison, K. Novak, B. Keith

The Petty Girl
They All Kissed The Bride
(Reissues)

JULY

It Came From Beneath The Sea
K. Tobey, F. Domergue, D. Curtis

Creature With The Atom Brain
R. Denning, A. Stevens

Chicago Syndicate
D. O'Keefe, A. Lene, P. Stewart, X. Cugat & Orch.

LIPPERT

MAY

Air Strike
R. Denning, G. Jean, D. Haggerty

Phantom Of The Jungle
J. Hall, R. Montgomery, A. Gwynne

JUNE

King Dinosaur
B. Bryant, W. Curtis

JULY

The Lonesome Trail
W. Morris, J. Agar, M. Dean, E. Buchanan

METRO

MAY

The Prodigal
L. Turner, E. Purdom, L. Calhern
(Eastman Color)
(CinemaScope)

The Marauders
D. Duryea, J. Richards, K. Wynn
(Eastman Color)
(Print by Technicolor)

JUNE

Love Me Or Leave Me
D. Day, J. Cagney
(Technicolor)
(CinemaScope)

Moonfleet
S. Granger, V. Lindfors, G. Sanders
(Eastman Color)
(CinemaScope)

JULY

Interrupted Melody
E. Parker, G. Ford
(Eastman Color)
(CinemaScope)

The Cobweb
L. Bacall, C. Boyer, R. Widmark
(Eastman Color)
(CinemaScope)

The Wizard Of Oz
Re-issue

PARAMOUNT

MAY

Strategic Air Command
J. Stewart, J. Allyson
(Technicolor)
(VistaVision)

JUNE

The Far Horizons
F. MacMurray, C. Heston, D. Reed
(Technicolor)
(VistaVision)

Hell's Island
J. Payne, M. Murphy, F. L. Sullivan
(Technicolor)
(VistaVision)

JULY

The Seven Little Foys
B. Hope, A. Clark, G. Tobias
(Technicolor)
(VistaVision)

RKO

MAY

Bringing Up Baby
I Remember Mama
(Reissues)

Quest For The Lost City
D. and G. Lamb
(Made in Guatemala)
(Color)

JUNE

Son Of Sinbad
D. Robertson, S. Forrest, V. Price, L. St. Cyr
(Technicolor)
(SuperScope)

Wakamba
E. M. Queeny
African Documentary
(Technicolor)

The Big Street
(Reissue)

JULY

Pearl Of The South Pacific
V. Mayo, D. Morgan, D. Farrar
(Technicolor)
(Superscope)

REPUBLIC

MAY

Santa Fe Passage
J. Payne, F. Domergue, R. Cameron
(Trucolor)

The Eternal Sea
S. Hayden, A. Smith, D. Jagger

Don Juan's Night Of Love
R. Valcone, S. Pampanini
(Italian-made; Dubbed in English)

JUNE

Flame Of The Island
Y. DeCarlo, Z. Scott, H. Duff
(Trucolor)

Double Jeopardy
R. Cameron, G. Robbins

The Green Buddah
W. Morris, M. Germaine
(English-made)

JULY

The Road To Denver
J. Payne, M. Freeman, L. J. Cobb
(Trucolor)

City of Shadows
V. McLaglen, R. Crowley

Lay That Rifle Down
J. Canova, R. Lowery

Mystery Of The Black Jungle
L. Barker, J. Maxwell

20th-FOX

MAY

Daddy Long Legs
F. Astaire, L. Caron, T. Moore
(DeLuxe Color)
(CinemaScope)

That Lady
O. DeHavilland, G. Roland, D. Price
(Color)
(CinemaScope)
(Made in England)

The Adventures Of Sadie
J. Collins, K. More, G. Cole
(Color)

JUNE

The Magnificent Matador
M. O'Hara, A. Quinn
(Technicolor)
(CinemaScope)

Soldier Of Fortune
C. Gable, S. Hayward
(DeLuxe Color)
(CinemaScope)
(Made in Hong Kong)

The Seven Year Itch
M. Monroe, T. Ewell
(Color by DeLuxe)
(CinemaScope)

JULY

A Life In The Balance
R. Montalban, A. Bancroft, L. Marvin
(Made in Mexico)

The Living Swamp
Okenfenokee Swamp nature study
(DeLuxe Color)
(CinemaScope)

How To Be Very, Very Popular
B. Grable, R. Cummings, S. North
(DeLuxe Color)
(CinemaScope)

House Of Bamboo
R. Stack, S. Yamaguchi, R. Ryan
(DeLuxe Color)
(CinemaScope)
(Made in Japan)

UNITED ARTISTS

MAY

The Tiger and The Flame
Mehtab
(Made in India)
(Technicolor)
(Modi)

Kiss Me Deadly
R. Meeker, P. Stewart, C. Leachman
(Parklane)

Robbers' Roost
G. Montgomery, R. Boone, S. Findley
(Color)
(Made in Mexico)
(Goldstein)

Top Of The World
R. Robertson, F. Lovejoy, E. Keyes
(Baird-Foster)

JUNE

The Big Bluff
J. Bromfield, M. Vickers,
(Wilder)

The Sea Shall Not Have Them
M. Redgrave, D. Bogarde,
(English-made)
(Angel)

Summertime,
K. Hepburn, R. Brazzi,
(Technicolor)
(Made in Italy)
(Lopert)

Break To Freedom
A. Steel, J. Warner
(English-made)
(Angel)

JULY

Othello
O. Welles, S. Cloutier, M. MacLiammoir
(Made in Europe)
(Welles)

Not As A Stranger
R. Mitchum, O. DeHavilland, F. Sinatra, G. Grahame
(Kramer)

U.-INT.

MAY

Revenge Of The Creature
J. Agar, L. Nelson, J. Bromfield
(3-D and 2-D)

Cult Of The Cobra
R. Domergue, R. Long, M. Thompson

The Looters
R. Calhour, J. Adams, T. Gomez

JUNE

This Island Earth
J. Morrow, F. Domergue, R. Reason
(Technicolor)

Abbott and Costello Meet The Mummy
B. Abbot, L. Costello, M. Windsor

The Man From Bitter Ridge
L. Barker, M. Corday, S. McNally
(Eastman Color)

JULY

Ain't Misbehavin'
R. Calhoun, P. Laurie, J. Carson
(Technicolor)

Foxfire
J. Chandler, J. Russell, D. Duryea
(Technicolor)

The Purple Mask
T. Curtis, C. Miller, D. O'Herlihy
(Technicolor)
(CinemaScope)

WARNERS

MAY

Jump Into Hell
J. Sernas, K. Kasznor, A. Moss

Strange Lady In Town
G. Garson, D. Andrews, C. Mitchell
(WarnerColor)
(CinemaScope)

JUNE

The Sea Chase
J. Wayne, L. Turner, D. Farrar
(WarnerColor)
(CinemaScope)

Tall Man Riding
R. Scott, D. Malone, P. Castle
(WarnerColor)

JULY

Land Of The Pharaohs
J. Hawkins, J. Collins
(WarnerColor)
(CinemaScope)

The Dam Busters
R. Todd, M. Redgrave
(English made)

Mister Roberts
H. Fonda, J. Cagney, B. Palmer
(WarnerColor)
(CinemaScope)

OBSERVATIONS

July 4—Independence Day

MOON PHASES

	1 Quater	2 Full	3 Last	4 New
JUNE	26	5	13	19
JULY	26	5	12	19

FILMAKERS

May—Mad At The World—F. Lovejoy, C. O'Donnell

A GIANT OF A MAN... A GIANT OF A FILM!

With the box-office giant of "APACHE" and "VERA CRUZ"!

HUNTER... ADVENTURER... FRONTIERSMAN...

From greatness like his, America marched into history!

BURT LANCASTER as The KENTUCKIAN

in CINEMASCOPE

print by Technicolor

Also starring

GREAT SCREEN

MOTION PICTURE

EXHIBITOR

JUNE 29, 1955 GENERAL EDITION
INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS
IN TWO SECTIONS • THIS IS SECTION ONE

Elmer C. Rhoden, National Theatres president, is heading the all-industry Audience Awards Poll, with more than 2,000 theatres already participating.

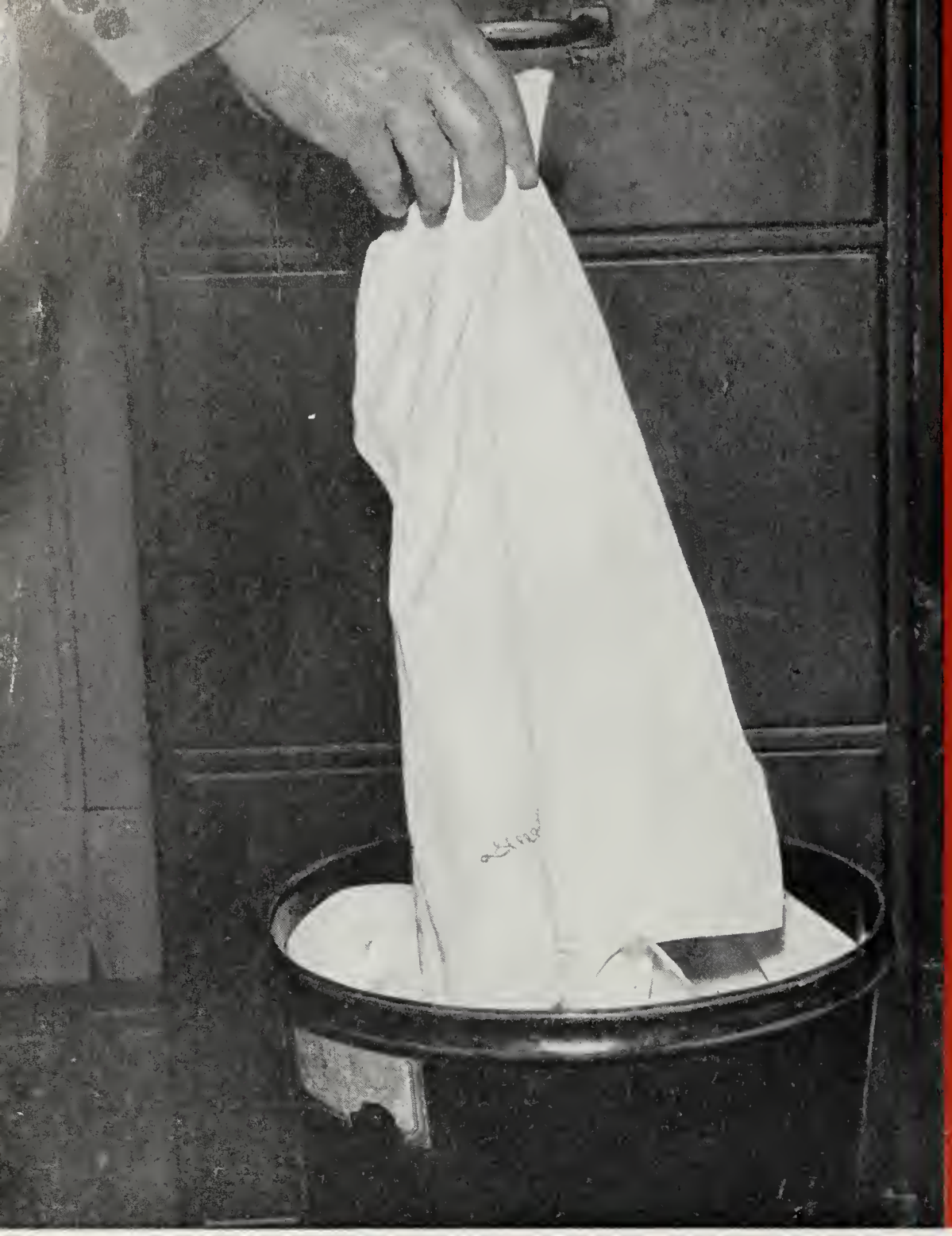
Producers Rapped On Toll-TV Silence

(page 10)

Senate Ends Film Hearings

(page 11)

AND FEATURING: EXTRA PROFITS



"THROW AWAY THAT CRYING TOWEL!"

One Of The Greatest Pictures Of All Time, M-G-M's

"INTERRUPTED MELODY"

Awaits Your Showmanship Presentation To The Public Who Has Heard So Much About It!

A RARE OPPORTUNITY!

When a picture of the rare calibre of "INTERRUPTED MELODY" is preceded by enthusiastic penetration, it is indeed a rich opportunity for live-wire showmanship. Here is just part of the acclaim:

"Best Picture"—(LIFE, REDBOOK, COSMOPOLITAN) • Nationwide TV presentation on "THIS IS YOUR LIFE" • Nationally syndicated columnists: "One of the screen's great movies"—*Louella Parsons* • "A wonderful love story"—*Hedda Hopper* • "A great motion picture"—*Sheilah Graham* • Advertised and promoted in a giant M-G-M campaign.

Until you see this enthralling picture for yourself you cannot know the entertainment thrill that awaits your patrons.

With "Blackboard Jungle" continuing its meteoric box-office career, with "Love Me Or Leave Me" packing theatres everywhere, M-G-M is indeed happy to add another outstanding entertainment to the screens of America.

M-G-M Presents In CinemaScope • "INTERRUPTED MELODY" starring GLENN FORD ELEANOR PARKER • With Roger Moore • Cecil Kellaway • Written by William Ludwig and Sonya Levien • Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Have you mailed your Audience Awards Nominat

MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

JUNE 29, 1955
VOLUME 54 NUMBER 9

YOU'RE DAMNED IF YOU DO, AND . . .

While Eric Johnston's "We'll make 'em our way!" speeches are just dandy, and may need to be said in order to save the production fraternity from complete domination from the Legion of Decency and a dozen or more other pressure groups, the exhibition fraternity must wonder who is going to make the speech that saves them from the militant clergymen, organized boycotts, picketing patriotic and social groups, and even overemphasis on police and fire inspections at the local level? All of these latter have been used in the past and, whether legally or illegally, they hurt just as much.

The average theatreman finds himself in the unenviable position of being repeatedly spanked for something over which he has no control.

Oh, sure! He can refuse to play any picture which the Legion, or some other pressure group, condemn. If they don't condemn too many, he can possibly still operate without loss. But, in these days of an uncertain and scarce supply of film entertainment, should one or more groups condemn a total of even as many as 15 or 20 in any one year, he will be choked to economic death.

So it could be that the average theatreman will find himself in the same position as the martyrs of old. Not guilty of harming anyone, they had their choice of the Coliseum full of lions in front, or the spears of the Centurians in back. Also, not guilty of producing a single picture, the theatreman may have his choice of the probable economic ruin resulting from playing condemned pictures, or the certain economic ruin resulting from playing no pictures.

Should open warfare eventuate from the present skirmishes between the Production Code Authority and the Legion of Decency, the theatres of the nation will be the unwilling battlefield that will remain scarred and torn long after the eventual victor, and the vanquished, will have marched away.

We are afraid that this industry needs more than a speech. And more than an east coast re-editing service, however reachable the "specialist."

BEST STORY OF THE WEEK

Where he gets them we don't know, but that glib peddler of Universal-International pictures, Pete Rosian, can usually be relied on for the most industry-wise humorous stories that you'll hear in a month of Sundays.

Latest in his repertoire deals with the theatre owner who was caught "bicycling" prints of a serial over the mountain trail from his A Theatre in one valley to his B Theatre in the other. Submitting to Arbitration, he adopted a pose of righteous indignation and based his successful defense on the fact that no other vehicle could navigate the goat track, and that he didn't own a bicycle. Discharged for lack of positive proof, he was told to "keep his nose clean" for he was going to be checked in the future.

Leaving the Arbitration Board, he went directly to the film exchange that had preferred the charges and said he didn't want any bad feelings to result; that they had been wrong, for he was an honest man who never stooped to chicanery of any kind, and always played his cards face up and on top of the table for all to see; but that he harbored no grudge, and to prove it he was willing to buy the serial for the second house—"starting with Episode 7!"

If you let him, Pete will convince you that this actually happened "in a little situation up-state." But he never specifies what state!

Jay Emanuel

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The PRIVATE WAR OF MAJOR BENSON

PRINT BY Technicolor

...THE EXHIBITORS!

"U-I has a picture with that magic appeal fo each member of the family." *David B. Wallerstei Balaban & Katz Theatres Corp*

"Terrific entertainment that every exhibitor wil be happy to play. You won't have an unsatis fied customer." *Abe Berenso President of Allied Theatre Owners of the Gulf State*

"Spontaneous audience approval reminded me of days when Harold Lloyd was at his best." *Leon Robertso Fox District Manage*

"Splendid entertainment for all ages." *James Costo Standard Theatres of Wisconsin and Coston Enterprise*

"We have nothing to fear from TV as long a Hollywood keeps making such pictures." *Tom Lucy Exhibitor's Service Co*

"A fine picture that is destined to win the pub lic's acclaim." *Jack Kirsch Allied Theatres of Illinoi*

"Has all the ingredients the mass public expec in a fine picture." *Page Bake Theatres Service Co*

"Refreshingly different thanks to its heart warming humor. Should win the cheers of every age-group and every class of movie-goers." *S. B. Greive Greiver Booking Circui*

"One of those gems of a story that comes along altogether too seldom. Sure to result in outstand ing business." *Russell Hur Alger Theatre*

HAPPILY YOURS FROM UNIVERSAL-INTERNATIONAL

CHARLTON HESTON • JULIE ADAM

with WILLIAM DEMAREST • TIM CONSIDINE • SAL MINEO • NANA BRYANT • MILBURN STONE • MARY FIELD

Directed by JERRY HOPPER • Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS • Produced by HOWARD PINE

EVERYBODY!

...THE TRADE PAPERS!

"You've kind of got to see this picture to believe it...to believe how good it is!" *Motion Picture Herald*

"A welcome, wondrous piece of entertainment, reminiscent of 'Going My Way'... Tim Hovey makes it a must for everybody.
Showmen's Trade Review

"A must-see movie... should even lure lazy TV audiences back to the movie theatres!" *Film Daily*

"Destined for important playing time... the whole family will love this good, clean fun!"
Motion Picture Daily

"Heart-warming...especially sure-fire for family trade!" *Daily Variety*

"Packed with laughs and mass-appeal... Tim Hovey is a cinch to win the heart of every mother and father in the audience!"
Hollywood Reporter

...THE PUBLIC!

A few patron comments that strike at present industry problems.

CLEVELAND: Hippodrome

"I would start again and go every week to see a show like this."

"Something you can't see on TV."

PHILADELPHIA: Esquire

"More like this and we'll come to the movies rather than stay home and watch TV."

JACKSONVILLE: 5-Points

"A first rate movie for a change worth leaving your TV to see."

"I expect to see this again."

ATLANTA: Loew's Grand

"If more movies were like this one TV would go out of business."

TOLEDO: Rivoli

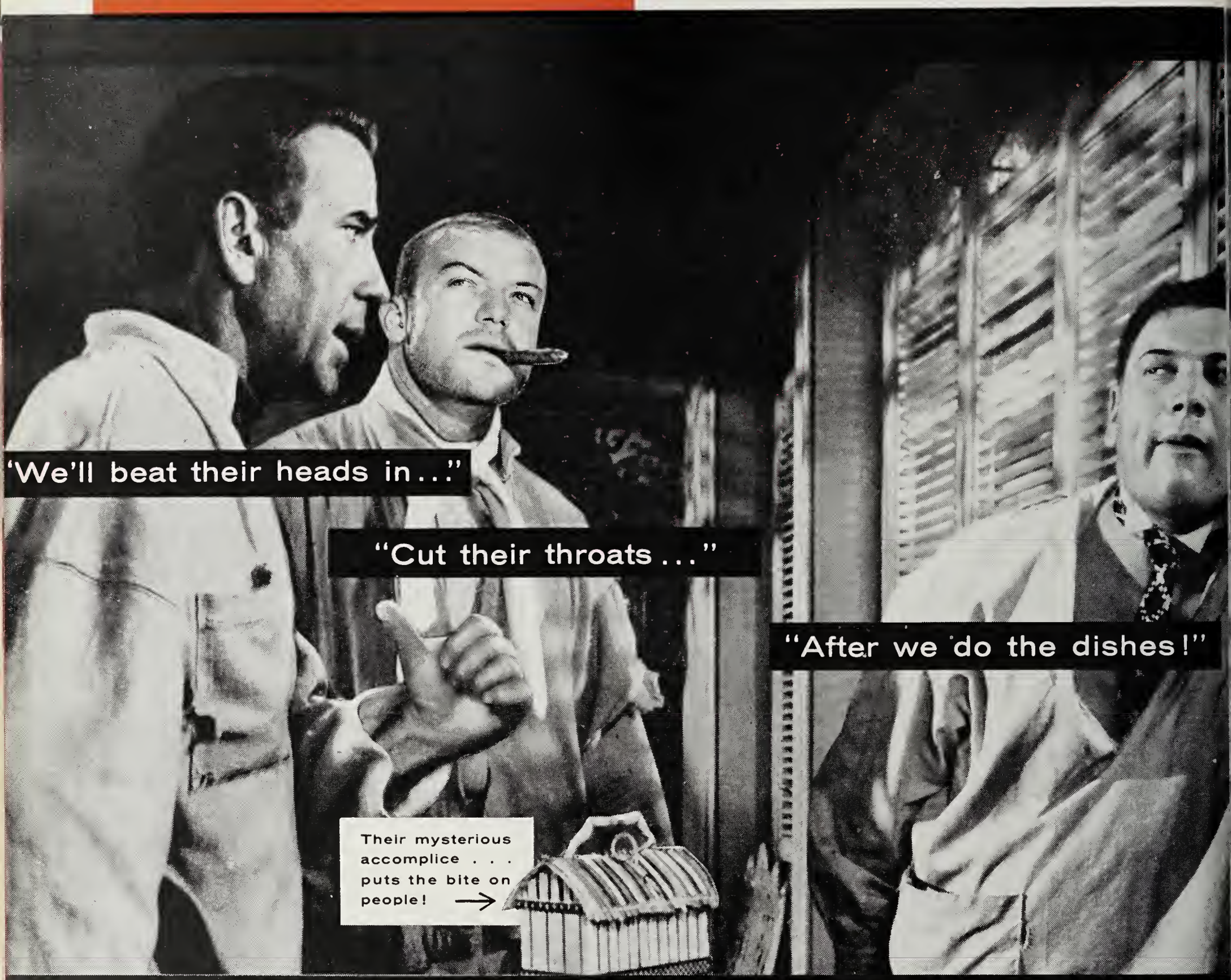
"Excellent! I must see it again."

and meet TIM HOVEY

"brightest juvenile talent introduced to the screen in years!"
Motion Picture Herald

Universal

3 Three-Time Losers ...SET TO MAKE BLOCKBUS



HUMPHREY BOGART • AL

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

Color by TECHNICOLOR

Don't Delay! Make Your Nominations For **Audience Awards!**

BOXOFFICE KILLING FOR YOU...ANOTHER FROM PARAMOUNT...IN AUGUST!

Three Oscar-worthy performances from three big stars. They're blood-thirsty thugs with bad names to live up to – but they can't keep their good impulses down. "Paramount has itself a solid hit," raves Film Daily. "It's for top playdates!" reports Variety. "Should score at the boxoffice," shouts Showmen's. "A big commercial success," claims Hollywood Reporter. "Stand-out acting jobs," says M. P. Daily.

☛ Paramount theatre-previewed this tremendous VistaVision entertainment in 100 cities to terrific audience reaction. Every exhibitor who saw it was thrilled by its performance and boxoffice potential. *Ask them.*

RAY · PETER USTINOV

We're No Angels

co-starring

JOAN BENNETT · BASIL RATHBONE · LEO G. CARROLL

Produced by PAT DUGGAN · Directed by MICHAEL CURTIZ

Screenplay by RANALD MacDOUGALL · Based on a play by Albert Husson

"THIS ISLAND EARTH"

HOLDING OVER!
Golden Gate
San Francisco

BIGGEST
U-I week on Broadway
since "MAGNIFICENT OBSESSION"
Victoria
New York

SMASH
first two d
Joy,
New Orle

HOLDING OVER!
Multiple-run
Los Angeles

BUSINESS is out of this world!

BIGGEST
non-holiday U-I
gross since
"MAGNIFICENT OBSESSION"
Circle,
Indianapolis

SECOND
highest U-I gross
in full year
Paramount,
Des Moines

HOLDING OVER!
Memorial
Boston

HOLDIN OVE
Tow
Milwa

Universal International

Don't Delay! Mail Your Nominations For Audience Awards

BROADWAY GROSSES

(As of this Monday)

Business Better After Slump

NEW YORK—Radio City Music Hall, the Roxy, the Astor, and Loew's State lead the Broadway hit parade over the week-end, with most of the other houses trying to pull out of serious slump.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Sea Chase" (Warners). Paramount anticipated the third week at $29,000.

"Lady And The Tramp" (Disney-Buena Vista). Roxy claimed $58,000 for Friday through Sunday, with $88,000 expected on the opening week.

"Love Me Or Leave Me" (MGM). Radio City Music Hall, with stage show, reported $89,500 for Thursday through Sunday, with the fifth week okeh at $143,000.

"Chicago Syndicate" (Columbia). Criterion opened to a $16,000 first week.

"Davy Crockett, King Of The Wild Frontier" (Disney-Buena Vista). Globe claimed this would hit $10,000 on the fifth week.

"The Purple Mask" (U-I). Victoria anticipated $9,000 for the second week.

"Summertime" (UA). Astor opening was heading toward a $55,000 week.

"This Island Earth" (U-I). Victoria dropped to $18,500 on the second week.

"The Prodigal" (MGM). Capitol was down to $10,000 on the seventh, and last, week.

"The Seven Year Itch" (20th-Fox). Loew's State expected the third session to hit $42,000.

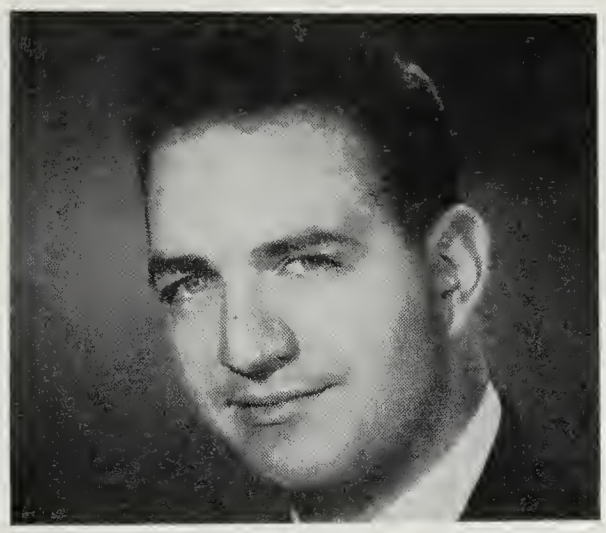
TOA Offers No-Royalty Music

NEW YORK—The Theatre Owners of America bulletin revealed last week that a special package of music in the public domain, especially suitable for use in theatres, without royalty and performance payments, is being offered to the membership of the organization.

The set-up includes 10 45 rpm. unbreakable records with a total of 20 selections, available immediately to all members at the wholesale price of $6. The bulletin stressed that no license fee of any kind is required in using the records.

RKO Ups Three

NEW YORK—Walter Branson, RKO worldwide general sales manager, announced last week the promotion of three home office employes long associated with RKO's foreign operations. Arthur Herskovitz has been designated manager of Peru. As sales assistants to Edwin J. Smith, Jr., assistant foreign sales manager, appointments have been made as follows, Melvin Danheiser, in charge of Latin America, the Far East and Australasia, and Milford I. Rydell, in charge of the United Kingdom and Europe.



Martin S. Davis has been appointed to the new post of eastern advertising and publicity manager for Allied Artists, according to a recent announcement by John C. Flinn, national publicity and advertising director.

NEW YORK
By Mel Konecoff

TIMES SQUARE was once again treated to hulabaloo, music, girls in costume and partially out of costume, attractive floats, and all the attendant activities that go into the launching of the Summer Movie Festival by Loew's Theatres.

KONECOFF

Lunch time crowds were treated to seeing movie starlet Jarma Lewis, featured in MGM's "The Cobweb," man one of the colorful floats in the caravan that was to tour the theatres in the circuit and the city in general. She was surrounded by pretty models in appropriate costume who will ride the floats, and newspaper fotogs had a fine time recording all this for posterity as well as their papers.

Ernie Emerling and Carl Fishman and staff put in some hard work to make the event the success that it was.

BITS AND TRIVIA: RKO press agent thought you would be interested in the fact that Virginia Mayo was off to St. Louis for a week-long celebration in honor of her latest film "Pearl Of The South Pacific," which opened June 28. . . . Also that Dick Powell moved over 120 tons of sand, 80 tons of rock, and three 10-ton trailer-truckloads of desert greenery for his "The Conqueror" (we could use some of that greenery if he wants to ship it prepaid). . . . Also a "panung" is not a sneeze but "a sarong with a built-in leer" in which Virginia Mayo cavorts in "Pearl Of The South Pacific." . . . Also, he who said "all that glitters is not gold" was right, because in one scene in "Treasure Of Pancho Villa" gold coins are supposed to spill from a ripped bag and director George Sherman decided that shiny Mexican 20 centavo pieces would double nicely. He ordered $3,000 worth. Shows you, you can't trust nobody. . . . Also, Virginia Mayo would wear an

(*Continued on page* 30)

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Columbia announces a stock split (page 22).

Distribution

20th-Fox executives address a sales meeting in New York and announce realignment in the southern sales area (page 22).

UA Week sets goal of company release in every U.S. and Canadian theatre on July 1 to 7 (page 18).

Exhibition

Skiatron executive says exhibitors are too jittery over toll-TV approval; anti-toll-TV forces seek FCC extension for rebuttal purposes (page 20).

New England film delivery strike ends as a pact is agreed upon (page 22).

2,000 theatres join in Audience Awards Poll effort; regional meetings spur exhibitor interest (page 24).

Financial

U-I income rises for half-year (page 10).

International

Winners in Odeon Circuit's showmanshop contest share prizes; exhibitors seek tax reductions and changes in film playoff and clearance as competition from other media grows (page 15).

Legislative

The role of films in juvenile behavior is praised and assailed by witnesses at the Hollywood hearings of Senator Kefauver's committee (page 11).

Congressman introduces bill to outlaw all toll-TV (page 20).

Ohio Senator walks out, killing debate on censorship renewal (page 18).

MPAA announces that a new bill will be sought to kill Kansas censorship (page 10).

Mel Konecoff

Loew's Summer Movie Festival kicks off with floats and pretty girls; RKO tidbits swamp our editor; and other trivia brightens the metropolitan scene (pages 9 and 30).

Organizations

Oklahoma TOA and Allied units merge (page 11).

Chief Barker George Hoover names Variety Club international representatives (page 11).

Production

The Committee Against Pay-As-You-See-TV raps producers for their silence on toll-TV (page 10).

MGM enters the TV field with a weekly ABC show (page 10).

Sabre Productions announces release plans (page 22).

Producers Rapped For Silence On Toll-TV

Starr And Rembusch Charge Paramount Controls MPAA; Asks Reasons Why Comment Was Not Filed With FCC

WASHINGTON — Following a two-day policy meeting last week of the Committee against Pay-As-You-See TV at the offices of the organization's general counsel, Cohn and Marks, co-chairmen Alfred Starr and Trueman T. Rembusch issued a joint statement assailing Hollywood producers for their failure to file comments with the Federal Communications Commission stating their position on proposals pending before that body for approval of subscription television.

The statement pointed out that the FCC specifically requested comments from "all interested parties" in connection with its examination of the question of toll-TV, and that information about the role to be played by the film industry in the event of approval was particularly requested by the commission.

The co-chairmen cited the silence of the Motion Picture Association of America, the producers' own organization, as "utterly fantastic," and said that exhibition is entitled to an explanation of the reasons why production has chosen to stand aloof. They charged that the inescapable conclusion to be reached by exhibitors is that Paramount, a proponent of toll-TV, dominates the MPAA. The exhibitor spokesmen noted that film produced today for theatres, most of it in the new processes, is unsuitable for television because of technical problems, and that the only possibility of profit for production in the toll-TV proposal to show first-run pictures in the home would lie in a plot among producers to design a product not suitable for theatres.

Turning to distribution, the statement discussed current litigation in Federal Courts over matters primarily involving run and clearance. "It is obvious," the exhibitors said, "that any . . . system that contemplates licensing first-run motion pictures to Pay-To-See-TV will find itself the target . . . of endless litigation." They pointed out that Paramount, through Telemeter, would once again become both producer and exhibitor which, "in an historic decree," is a double function prohibited by law.

Starr and Rembusch closed their comments with the observation that the motion picture industry is unique in that it is the only industry in which "suppliers of product have consistently shown such blatant disregard for the welfare" of the consumer.

U-I Studio Names Horton

NEW YORK — John Horton, Universal-International's Washington representative for the past six years, has been appointed to a new post at the studio where he will serve as a production aide working with Edward Muhl, vice-president in charge of production, and James Pratt, executive manager.

MPAA Seeks New Bill To Kill Kansas Censorship

NEW YORK—A new bill seeking to abolish film censorship in Kansas will be sought by the Motion Picture Association of America, it was announced last week by a spokesman, who expressed disappointment that the Kansas Supreme Court recently ruled unconstitutional, on a technicality, a 1955 law which would have abolished the censorship this month.

Netter Joins Todd-AO

NEW YORK—L. Douglas Netter, Jr., has been named vice-president, Todd-AO, theatre equipment division, according to an announcement last week by president Henry S. Woodbridge. His resignation as sales manager, Altec Service Corporation, which he joined in 1947, and where he inaugurated sales promotion drives which spearheaded CinemaScope installations in several thousand houses, was confirmed by Harry M. Bessey, executive vice-president.

NETTER

Columbia Appoints Winston

NEW YORK—In line with the increasing number of major productions to be forthcoming from Columbia and the necessity of enlarging the scope of the company's promotion activities, Carl H. Winston last week was appointed assistant publicity manager.

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Feature Reviews: "Bring Your Smile Along" (Columbia); "Chicago Syndicate" (Columbia); "Creature With The Atom Brain" (Columbia); "It Came From Beneath The Sea" (Columbia); "The Scarlet Coat" (MGM); "The Wizard Of Oz" (MGM); "Ulysses" (Paramount); "We're No Angels" (Paramount); "You're Never Too Young" (Paramount); "City Of Shadows" (Republic); "Don Juan's Night Of Love" (Republic); "The Road To Denver" (Republic); "Not As A Stranger" (UA); "The Dam Busters" (Warners); "Land Of The Pharoahs" (Warners); "Appointment In London" (Associated Artists); "Burlesque Follies" (Exclusive); "Naked Amazon" (Times).

MGM Enters TV Field With Half-Hour Show

NEW YORK—MGM has entered the television field. This announcement was made last week by Nicholas M. Schenck, president, Loew's, Inc., which is the parent company producing MGM pictures.

An agreement has been signed with the American Broadcasting Company whereby the MGM studios will present a weekly half-hour program entitled "The MGM Parade." It will start in the fall.

Schenck made the following statement: "Here at MGM we have made a study of television and have in mind the point-of-view of motion picture exhibitors. We are now evolving a type of program which will be good popular entertainment and will serve the mutual interests of our customers and ourselves. A portion . . . will be devoted to information about the studio's forthcoming pictures to be played exclusively in motion picture theatres."

Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., which is the holding company of which ABC is a division, made the following comment, "The entrance of MGM into television marks an advance in the motion picture as well as the television industry. MGM will bring to television, I am sure, an outstanding program consistent with its reputation. By devoting a portion of each program to exciting behind-the-scenes stories on forthcoming MGM pictures, the public's interest will be stimulated to see these pictures in motion picture theatres. We are looking forward with enthusiasm to the advent of MGM on the ABC-TV network."

Public Wants Movie News

NEW YORK—The 46th in the series of COMPO ads in Editor and Publisher publicizes a letter received by COMPO from Norman Shavin, feature and Sunday editor, Jackson (Miss.) State Times, in which he says the paper gives movies the full treatment because "we think newspaper readers want it that way. We give movies the full treatment—something which is not done anywhere else in this state. We feel people are devoted to their theatres and interested in the folk that occupy stages, screens, and managers' offices."

U-I Income Rises

NEW YORK—Universal Pictures Company, Inc., and subsidiary companies report earnings for the 26 weeks ending April 30, 1955, of $2,014,960 after providing $1,830,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to $1.87 per share on the 1,015,709 shares of common stock outstanding in the hands of the public at April 30, 1955. For the 26 weeks ending May 1, 1954, earnings were $1,721,063 after providing $1,845,000 for Federal taxes on income, equivalent to $1.57 per share.

Film Role In Juvenile Behavior Assailed, Defended At Hearings

HOLLYWOOD—A Senate judiciary subcommittee investigating juvenile delinquency, headed by Senator Estes Kefauver (D., Tenn.), last fortnight held hearings on the adequacy of the industry's advertising and production codes as they affect juvenile behavior. Following testimony from executives of the Motion Picture Association of America, who defended the codes and maintained they are strictly adhered to, committee members heard a vigorous attack on producers in hour-long testimony by William H. Mooring, who described himself as film and television editor, "Tidings," the local Catholic Archdiocesan weekly which, he said, is nationally syndicated.

Mooring paid high tribute to the Production Code and its administrator Geoffrey Shurlock, but he said that code enforcement during the last two years has been relaxed to allow some material approaching obscenity to pass inspection. The editor named films containing what he termed "injurious material," including "Blackboard Jungle," "Cell 2455, Death Row," "East Of Eden," and "Son Of Sinbad," among others. We went back to "Johnny Belinda," attributing to that picture the probable effect on a named individual, who committed murder after viewing it. Mooring suggested that competition resulting from television, which is not regulated by restraints like that of the code, has prompted producers to offer films of violence and brutality. Questioned by Kefauver, he explained that the television code lacks an administration to enforce it, and that it is therefore ignored. Equivalent TV standards, they agreed, might eliminate the problem.

Ronald Reagan, representing the Screen Actors Guild, pointed out that a certain amount of violence is inherent in action films designed to prove the superiority of right over wrong, which portray both to dramatize the contrast. The actor took a strong stand against external censorship, and said that he feels current protests about film content are not deeply founded.

Fred J. Hacker, a psychiatrist, followed on the witness stand, accusing "social-scapegoat-ism" of trying to blame juvenile delinquency on whatever cause, no matter how remote, that is readily available. He asserted that media of communication have only a "trigger" role in unstable cases, and are not causes in themselves.

Later testimony from Dore Schary, MGM; Y. Frank Freeman, Paramount; Jack L. Warner, Jerry Wald, Harry Joe Brown, and George Murphy upheld the motion picture industry as wielding a beneficial influence on behavior. Schary defended "Blackboard Jungle" as an important report on a serious condition, which he regards as a function of the industry, and said that that film should "insulate" against, rather than provoke, juvenile crime. Freeman described professional industryites as "honest citizens, working for the common good," and Warner blamed the history of the last 30 years, starting with Prohibition, for current juvenile problems. The Production Code, Warner said, is doing a monumental job.

Wald maintained that "Johnny Belinda" served to make the deaf mute problem understandable around the world, but admitted that violence plays too big a role in current product. Brown, testifying about Westerns in general, said that children who watch them invariably associate themselves with the right, or the hero's, side. Murphy, in turn, related to the Senators his observations and experiences during a tour across the country as head of the MGM public relations department.

Oklahoma Allied, TOA Units Merge In First Such Action

OKLAHOMA CITY—A merger was effected last week of the TOA-affiliated Theatre Owners of Oklahoma and Allied Theatre Owners of Oklahoma, a National Allied affiliate, into United Theatre Owners of Oklahoma, which was the first of its kind. It was not determined, however, whether or not the new UTO, with a membership of 200 to 250, will affiliate with one or the other of the national organizations. Plans now call for UTO delegates to attend national conventions of both groups and to decide on action immediately following.

Officers elected in the new organization are Ed Thorne, Oklahoma City, president; Bernard McKenna, Jr., Norman, vice-president; Claude F. Motley, Oklahoma City, treasurer, and Earl Snyder, Jr., Tulsa, board chairman.

The 39 directors of the two original groups will continue to serve as UTO directors until the first annual convention.

Schwalberg Appoints Two

NEW YORK—Monroe R. Goodman, who recently resigned from Paramount distribution after 25 years' service, last week assumed new duties as vice-president, Artists-Producers Associates, it was announced by Alfred W. Schwalberg, president, with whom he will work on all policy matters for the new company. Schwalberg later announced the appointment of Maybelle Oldenhage, formerly contract manager, Lopert Film Productions, to the post of contract department manager.

Academy Elects Seton

HOLLYWOOD—George Seton was elected president, Academy of Motion Picture Arts and Sciences, last fortnight at the initial meeting of the new board of governors, succeeding Charles Brackett.

Other officers elected by the newly-instated board are Samuel G. Engel, first vice-president; Edward B. Powell, secretary; Hal Elias, assistant secretary; John O. Aalberg, treasurer; Jacob H. Karp, assistant treasurer, and Mrs. Margaret Herrick, executive director.

VC Representives Named By Hoover

PHILADELPHIA—International Variety Club chief barker George C. Hoover, Miami, Fla., last week announced the reorganization of the crew of international representatives.

Murray Weiss, Boston, will be international representative for tents in Boston, Buffalo, Toronto, Canada, Albany, Detroit, and Grand Rapids, Ia.; Ralph Preis, Philadelphia, will be international representative of Zone 2, and will represent New York, Philadelphia, Baltimore, Md., Washington, Pittsburgh, and Cleveland; Zone 3 will be headed by John Jones, Chicago, including Chicago, Indianapolis, Milwaukee, Cincinnati, and Dayton, O.; Bob Hoff, Omaha, heads Zone 4, with his representation including the tents in Omaha, Des Moines, St. Louis, Minneapolis, and Denver; Zone 5 is represented by C. A. Dolson, Dallas, with tents located in Dallas, Houston, Tex., Memphis, Oklahoma City, and New Orleans; E. A. Whitaker, Atlanta, a new appointment to the board of international representatives, heads Zone 6, which includes Charlotte, Jacksonville, Atlanta, and Miami, Fla.; and Al Grubstick, San Francisco, will handle Zone 7. His tents are San Francisco, Los Angeles, Salt Lake City, Las Vegas, and Seattle.

Rotus Harvey, San Francisco, has been reappointed to the position of international representative at large.

RKO Launches Four

HOLLYWOOD—Marking the highest production activity at RKO for the past three years, four major productions for RKO release will go before the cameras in the month of July, C. J. Tevlin, vice-president in charge of studio operations, announced last week.

Three films which will start July 6 are the David Butler production, "Glory," starring Margaret O'Brien, Charlotte Greenwood, Arthur Hunnicutt, John Lupton, and Bryon Palmer, to be directed by Butler and filmed in Superscope and Technicolor; Todon Productions' "The Way Out," starring Gene Nelson and Mona Freeman, to be directed by Montgomery Tully; and Benedict Bogeaus Productions' "Counterfeit," starring Barbara Stanwyck, to be filmed in Superscope and Technicolor and directed by Kurt Neumann. The fourth RKO release, to start July 11, is Edmund Grainger Productions' "Great Day In The Morning," to be filmed in Superscope and Technicolor.

Cinerama Consolidates

NEW YORK—Hazard E. Reeves, president, Cinerama, Inc., equipment producing firm for the film process, announced last week the acquisition of Vitarama Corporation, Cinerama patent licensing company. "The move is a step in consolidating Cinerama operations and simplifying corporate structure," Reeves said.

"A careful study of all Vitarama patents will be undertaken, including those unrelated to Cinerama. We expect to continue to further develop the Cinerama process through the Vitarama Corporation," he declared.

MOTION PICTURE

$HOWM
$WEEP$

JUDGING · 1955 • 1956 · COMMITTEE

EACH WEEK'S WINNER will be chosen by a majority vote of the outstanding executives in the field of Exhibition listed on the back of this announcement. The Editorial Staff of the BETTER MANAGEMENT Department of M.P.E. will review all entries and narrow the selection to what they believe to be the FIVE BEST of the particular week based on the time of arrival. These FIVE BEST will then be readied for publication and submitted to the 12 members of the Judging Committee in tear-sheet form, complete with an official post card ballot on which they will indicate their first, second and third choices. Cumulative totals will decide the winner. In the event of ties, duplicate prizes will be awarded.

WATCH • • • for the first $100.00 winner to be announced in

THE ISSUE OF JULY 6

FOLLOW THESE F

1. As this is a SHOWMANSHIP CONTEST, design ward promotional effort that may result in increasi admissions, a particular picture or series of pictures *be involved*. House policies, patron services, exploitati installation of new equipment, civic cooperation, etc. admissible.

2. ECONOMY, ORIGINALITY and EFFECTIVENE lation to the size of the theatre, and to the size and community, *will form the basis of judging*. Expensiv tions, possible only under the large budgets of big c runs, will be averaged downward in proportion usefulness in a large majority of situations.

3. ENTRIES should be typewritten in double spacin side of a normal letterhead size sheet of paper, sum the various steps of the promotional effort clearly an In all but exceptional cases, *200 words should suffic* of the theatre, seating capacity, admission scale, patronage, and name of owner or manager reporting, separately typed at top of page. If part of a theatr this also should be indicated.

4. At least one ILLUSTRATION, either in the fo glossy photograph or advertising tearsheet, *must ac each entry* and will remain the property of the pu Additional illustrations will be welcomed, and every e be made to return them to the entrant in good order. the publication cannot accept responsibility for such tions in the event that they become mislaid or damag

5. ADDRESS AND MAIL the complete entry, toget explanatory illustrations, *in one envelope* directed to:

The ONLY Trade Paper that rewa

$5200.00 to Theatremen

XHIBITOR's weekly

AN$HIP TAKE$

$100.00 per week

ONE PRIZE for the ONE BEST promotional effort submitted!

ort with a BIG Weekly Cash Prize!

during the next 12 months

MPLE RULES:

HIP SWEEPSTAKES, MOTION PICTURE EXHIBITOR, No. Clarion Street, Philadelphia 7, Penna. Every effort be made to have entries arrive on Monday of each or consideration in that week.

CH WEEK will remain *a separate contest separately* and without relationship to data published or consid- preceding or following weeks. There is accordingly a lement of luck involving the relative strength of com- entries in a particular week.

single "sudden death" prize of $100.00 plus the pub- warded to the efforts of the best five entries each week, sidered sufficiently important *to warrant the continuing f enterprising showmen.* At the year's end it is quite that the 52 weekly winners may be re-analyzed and a st" entrant selected, to whom an impressive "jack-pot" ill be awarded. More about this later!

L THEATRES are eligible to enter, *whether roofed e-in*, and whether or not the particular theatre is, or is egular subscriber to MOTION PICTURE EXHIBITOR. experience prove its need, a separate monthly contest ve-in theatres only will be added.

L SHOWMEN operating theatres anywhere *are eligible* r, although for obvious reasons of distance, language, erating methods, the U.S.A. and Canada will account tually all entrants.

CONTESTS START with results as published in the f July 6, 1955,—covering entrants received by Noon day, June 20.

The 52 skilled theatre executives* who will judge the 52 winning theatre promotions** during the 1955-56 season . . .

*Representing the executive "top brass" of nearly 2500 theatres in the U. S. A. and Canada.

**Representing the best efforts of the "top brains" in all theatres, large and small.

Edward B. Arthur, Fanchon and Marco Service Corporation, St. Louis

R. Auerbach, Twinex Century Theatres Corporation, Taranta, Canada

Sam Bendheim, Jr., Neighborhood Theatres, Inc., Richmond, Va.

Royce E. Blankenship, Wallace Theatres, Inc., Lubbock, Tex.

Joseph Blumenfeld, Blumenfeld Theatres Circuit, San Francisco

Harold H. Brown, United Detroit Theatres Company, Detroit

William P. Cumbaa, MCM Theatres, Leesburg, Fla.

Ralph F. Dale, National Theatre Services, Ltd., Toronto, Canada

Frederic A. Donz, Sterling Theatres, Inc., Seattle

Gaston J. Dureau, Jr., Paramount Gulf Theatres, Inc., New Orleans

Theodore Fleisher, Interstate Theatre Corporation, Boston

Morton Gerber, District Theatres, Washington

John B. Giachetto, Frisino Amusement Company, Springfield, Ill.

Julius M. Gordon, Jefferson Amusement Company, Inc., Beaumont, Tex.

H. J. Hodge, Jr., H. & H. Theatre Company, Winters, Tex.

Joy N. Houck, Joy's Theatres, Inc., New Orleans

R. A. Howell, Howell Theatres, Inc., Smithfield, N. C.

Bolivar F. Hyde, Jr., Talgor Theatres Company, Lakeland, Fla.

M. J. Kallet, Kallet Theatres, Inc., Oneida, N. Y.

R. M. Kennedy, Alabama Theatres, Birmingham, Ala.

Richard Klein, Black Hills Amusement Company, Rapid City, S. D.

Newell B. Kurson, Graphic Theatres Circuit, Boston.

O. C. Lam, Lam Amusement Company, Rome, Ga.

Sidney B. Lust, Sidney Lust Theatres, Washington

James W. McDonald, Theatre Owners Corporation, Cincinnati

Charles J. Maestri, R. L. Lippert Theatres, San Francisco

Alexander Manto, Indiana-Illinois Theatres, Inc., Chicago

E. D. Martin, Martin Theatres Circuit, Columbus, Ga.

James Nasn, Famous Players Canadian Corporation, Taranta, Canada

Joseph M. Road, Jar Theatre Circuit, Parkersburg, West Virginia

Walter Reade, Jr., Walter Reade Theatres, Oakhurst, N. J.

Perry Reavis, Jr., Stewart and Everett Theatres, Charlotte

Trueman T. Rembusch, Syndicate Theatres, Inc., Franklin, Ind.

Albert H. Reynolds, C. Enzel and Associates, Inc., Dallas

Harry Rath, Roth Theatres, Washington

David Rothstein, Rothstein Theatres, Ltd., Winnipeg, Man., Canada

Edward H. Rowley, United Artists Theatre Circuit, Inc., New York

A. L. Royal, Royal Theatres, Meridan, Miss.

A. Fuller Sams, Jr., Statesville Theatre Corporation Statesville, N. C.

Sol Schwartz, RKO Theatre Corporation, New York

Harry F. Shaw, Poli New England Theatres, Inc., New Haven

Gerald J. Shea, Jamestown Amusement Co., Inc., New York

Spyras S. Skouras, Skouras Theatres Corporation, New York

M. B. Smith, Commonwealth Amusement Corporation, Kansas City

Philip Smith, Smith Management Company, Boston

Frederick G. Storey, Storey Theatres, Inc., Atlanta

S. J. Switow, M. Switow and Sons Enterprises, Louisville, Ky.

Martin D. Thomas, Thomas Theatres Company, Iron Mountain, Mich.

Glen D. Thompson, Thompson Theatres Circuit, Oklahoma City

J. H. Thompson, Martin and Thompson Theatres, Hawkinsville, Ga.

E. E. Whitaker, Georgia Theatre Company, Atlanta

Raymond Willie, Interstate Circuit, Inc., Dallas

Marc J. Wolf, Y & W Management Corporation, Indianapolis

Mitchell Wolfson, Wometco Theatres Circuit, Miami, Fla.

E. F. Zabel, Fox West Coast Theatres Corporation, Los Angeles

The International Scene.....

Canada

Odeon Prize Winners Share Cash Awards

TORONTO—Imagination, ingenuity, and initiative paid off for Wannie Tyers, manager, Hyland, Toronto, in Operation 26, The Odeon Better Management Contest, as he steamed into first place in league "A" of the contest to win a $350 prize. The end of the 26-week cruise also gave a prize of $200 to Frank Lawson, Danforth, Toronto, while Barry Carnon, Fairlawn, Toronto, won third prize of $125.

Toronto District Theatres swept the "League "A" prizes in the contest which saw awards made also to the assistant manager, such as G. Spratley, now manager, Odeon, Guelph; F. Kennedy, G. C. Jones, and D. G. Robertson.

One effect of the contest was a big boost in sales in the confection operations of the circuit, with Bill Britt, Roxy, Newmarket, winning first prize of $300 in League "B" for confectionery sales. Willard Fawcett, McCarthy, Belleville, and Jim MacLaggan, Strand, Sydney Mines, received second prize of $175 and third prize of $100, respectively. Assistant manager's prize of $40 went to T. Kerwin.

Part of the contest was theatre operation and maintenance with, you guessed it, a woman taking first place, but sharing the position with a man. Ann Thompson, Park, Vancouver, earned herself a prize of $150 when she tied with Bob Fraser, Odeon, West Vancouver, who receives a like amount. Marcel Desjardins, Rex, St. Jerome, won third prize, while R. Gagnon won the assistant manager's prize of $20.

League "D," described by executive officer in charge of the contest James Hardiman as the highest proportionate standing in all leagues combined, was topped by Frank Lawson, Toronton-Danforth, who puts away first prize of $400, with an additional $150 for his crew. Frank Haylett, Toronto-Humber, pocketed $225 for second position, as well as $100 for his staff. The Montreal flagship, the Champlain, skippered by J. P. Legris, captured third prize of $150 and an additional $75 for his staff. Assistant managers' prizes were awarded to G. Spratley, G. Jones, K. Roberts, and J. A. Fortin.

A District Managers' League was headed by supervisor Chris Holmes for a reward of $350, followed closely by G. A. Sutherland, B. C. district manager, and A. P. Bahen, Montreal district manager.

The Japanese Royal Family recently broke precedent to attend a public charity premiere of Warners' "A Star Is Born," Takarazuka Gekijo, formerly the Ernie Pyle. Here, Jack Dagal, Warners general manager in Japan, is seen presenting to Princess Chichibu the danation fram praceeds af the premiere for her favorite charity, the Japanese Society For The Prevention Of Tuberculosis, af which Princess is chairwoman.

Canadian Comment

The British Columbia Exhibitors Association is establishing a committee to look into the matter of shortening clearances, speeding up of film playoffs, and the working out of zoning problems. This followed a resolution by Owen Bird, Port Moody and Ladner, and D. MacFarlane, Vancouver. The committee will first study a report on how the controversial matters function in Toronto, it was decided by the new executive headed by Owen Bird. The annual meeting of the association also discussed the matters of amusement tax, bingo, unfair 16mm. competition, exorbitant rentals, Capac fees, creation of a booking and buying committee to discuss abuses with the distributors, and the MPICC public relations institute proposal. Other members of the executive include Max Chechik, Gerry Sutherland, and Earl Hayter, all of Vancouver, while the members of the executive board include P. Gauthier, Quesnel; M. McLeod, Powell River; F. Walsh, Vancouver; Frank Soltice, Penticton; and Frank Gow, Vancouver.

Work by exhibitors' associations to have the amusement taxes lowered is having its effect, slowly but surely, with the province of Nova Scotia falling into line. The reduction, effective June 20, sees the tax of five cents on tickets costing from 26 cents to 55 cents extended to tickets to 70 cents, representing a reduction at the top of six per cent, from 18 per cent to 12 per cent. The rest of the amusement tax reduction remains undisturbed. The last change in the province was effective in 1951.

CINE CHATTER: The Ontario Board of Censors placed seven pictures in the adult category during the month of May. . . . The return run to the first-run house, Loew's Uptown, of "Blackboard Jungle" dispelled the rumor that the film had been withdrawn following complaints by school authorities in Toronto. . . . Four drive-ins of the Twinex chain in Toronto offered a special treat for children on a Friday night, with gifts for all and a clown to entertain. . . . A draw to send two boys to YMCA camp was offered by the Golden Mile, Toronto, with free ballots with every admission. . . . Bob Harvey, Capitol, North Bay, was chosen winner of the IFD contest for the best campaign for "Hobson's Choice," winning $75, while Les Mitchell, Capitol, Brockville, won second prize of $50. Norma Gray, Algoma, Sault Ste. Marie, won third prize of $25 in the contest limited to Famous Players managers. . . . Three members of the National Film Board production staff are spending three months in the Arctic shooting material on the hard-to-find musk-ox. . . . Jack Webb, tub-thumping for "Pete Kelly's Blues," is including Toronto among the cities to visit. . . . Reed Tubman, a brother of Ray Tubman, manager, Capitol, Ottawa, died. . . . Two newest members of the Motion Picture Theatres Association of Ontario are the Scarboro Drive-In, a unit of Twinex Theatres, and the Wright, owned by G. M. Wright, Keewatin, Ont. . . . Possibilities of a workshop to be held in conjunction with the annual meeting of the MPTAO are being investigated by Ted Forsyth, Odeon, and Morris Stein, Famous Players. . . . Three drive-ins in various sections of Ontario have been hit by safecrackers in recent weeks. Included were the Pembroke, Pembroke, Sunset, Waterloo, and Midway, Port Hope.

—HARRY ALLEN, JR.

Canadian Paramaunt Pictures organization recently held their annual sales meeting at the King Edward Hotel, Toranto, and amang those present were, left to right, frant row, Bob Lightstane, branch manager far Vancauver; Syl Gunn, branch manager, Winnipeg; Al Iscave, branch manager, Toronto; Oscar Morgan, short subjects sales manager; Gearge Weltner, head, Paramount world wide sales; Jerry Pickman, vice-president in charge af advertising, publicity and exploitation; Gordon Lightstone, Canadian general manager; Robert Rubin, vice-president in charge af administratian; Bab Murphy, branch manager, Montreal; Pat Hagan, branch manager, St. John; Bill Kelly, branch manager, Calgary; second row, Win Barron, director af publicity and public relations in Canada; Mickey Stevenson, salesman, Vancauver; Len Heberman, baaker, Taranta; W. J. O'Neill, secretary-treasurer, Paramount, Canada; Ambrase Theurer, shart subject booker, Taranto; Al Glass, boaker, Winnipeg; Ted Dowbiggin, salesman, Toranta; Larry Gibson, baaker, Calgary; Jim Rea, salesman, Calgary; Norm Simpson, salesman, Winnipeg; Ramea Gaudreau, salesman, Mantreal; Bill Yaung, baaker, Montreal; Tom Dowbiggin, sales consultant, Montreal; and R. A. Thorne, booker, Montreal.

LOOK TO REPUBLIC FOR

for July

MAGIC FIRE
YVONNE DeCARLO, CARLOS THOMPSON
RITA GAM, VALENTINA CORTESE
AND ALAN BADEL
TRUCOLOR BY CONSOLIDATED

LAY THAT RIFLE DOWN
JUDY CANOVA, ROBERT LOWERY JIL JARMYN

THE GREEN BUDDHA
WAYNE MORRIS, MARY GERMAINE

MYSTERY OF THE BLACK JUNGLE
LEX BARKER

CROSS CHANNEL
WAYNE MORRIS, YVONNE FURNEAUX

HEADLINE HUNTERS
ROD CAMERON, JULIE BISHOP, BEN COOPER

for August

THE LAST COMMAND
STERLING HAYDEN, ANNA MARIE ALBERGHETTI,
RICHARD CARLSON, ARTHUR HUNNICUTT,
ERNEST BORGNINE
TRUCOLOR BY CONSOLIDATED

FLAME OF THE ISLANDS
YVONNE DeCARLO, HOWARD DUFF
ZACHARY SCOTT
TRUCOLOR BY CONSOLIDATED

TWINKLE IN GOD'S EYE
MICKEY ROONEY, COLEEN GRAY,
HUGH O'BRIAN, JIL JARMYN

THE DIVIDED HEART
CORNELL BORCHERS, YVONNE MITCHELL,
ARMIN DAHLEN

SECRET VENTURE
KENT TAYLOR, JANE HYLTON

Now in release

DOCTOR IN THE HOUSE
TIMBERJACK
THE ETERNAL SEA

HE PICTURES YOU WANT!

for September

A MAN ALONE
RAY MILLAND, MARY MURPHY, WARD BOND
TRUCOLOR BY CONSOLIDATED

THE VANISHING AMERICAN
SCOTT BRADY, AUDREY TOTTER,
FORREST TUCKER
TRUCOLOR BY CONSOLIDATED

MAN TO MAN
ROD CAMERON, JULIE LONDON, BEN COOPER

JAGUAR
SABU CHIQUITA, BARTON MacLANE

TRACK THE MAN DOWN
KENT TAYLOR, PETULA CLARK

TANGABUKU
TRUCOLOR BY CONSOLIDATED

in production

NO MAN'S WOMAN
CIRCUS GIRL
COME NEXT SPRING
JESSE JAMES WAS MY NEIGHBOR

in preparation

THE MAVERICK QUEEN
HIGH IRONS
LISBON
ANNIE JORDAN
THE LONG WATCH
HEART STRINGS

SANTA FE PASSAGE
COVER THE UNDERWORLD
DON JUAN'S NIGHT OF LOVE

CITY OF SHADOWS
THE ROAD TO DENVER
DOUBLE JEOPARDY

UA Release In Every Theatre Set As Goal Of July 1-7 Observance

NEW YORK—United Artists Week, aimed at placing a UA release in every theatre in the United States and Canada, will be observed July 1-7, it was announced last week by William J. Heineman, United Artists vice-president in charge of distribution.

The celebration of UA Week, which climaxes months of intensive preparation involving every division, district, and branch, will launch the booking program for the greatest lineup of top quality product in United Artists history.

The campaign, designed to present at least one UA feature on each of America's 16,000 movie screens, highlights the company's rise this year into the front rank of the industry's major organizations. Backing the wide variety of films that will be shown during UA Week and throughout the year is a record advertising-publicity-exploitation budget of $6,000,000.

Enthusiastic support for the UA Week effort is indicated by thousands of pledge cards sent in by exhibitors and circuit heads throughout the United States and Canada.

To carry the United Artists Week story to the public, a variety of special theatre accessories have been prepared, including banners, posters, marquee decorations and window cards.

Heineman Reports On Business Abroad

NEW YORK—The supply of top-quality pictures in the past months, together with prospects for the future, will assist United Artists in boosting its foreign grosses over those of last year by at least 40 per cent, it was predicted by William J. Heineman, domestic distribution vice-president, when he returned last week from two months spent in Europe. The UA world wide sales gross for 1954 was well over $43 million.

According to Heineman, exhibition business, as evidenced by crowds waiting at boxoffices, "is very good" throughout western Europe and parts of Austria. He attributed the favorable situation to top attractions such as "Limelight," "Marty," and "The Barefoot Contessa," and declared that while theatremen in Europe are prosperous, they are demanding more good comedies because there is a particular lack of such films, and those currently on the market do top business. The UA executive asserted that he found people and industry prosperous wherever he went on the continent, including production and exhibition. The film industry he found to be looking forward to a healthy future and to be seeking a global market for its product.

Asked to comment on United Artists' domestic business, Heineman said that the current New York engagement of "Marty," in its eleventh week at the Sutton, may pay off negative costs of the Cannes prize-winning Hecht-Lancaster production, the find rental of 10 weeks having been $100,000. Representatives of the producers stated earlier that the production cost was somewhere over $300,000. Correspondingly high grosses have been recorded in other situations playing the film.

Samuel J. Briskin, producer, Paramount's "Strategic Air Command," recently received Southern California Motion Picture Council citation hailing the film "a picture of outstanding merit and entertainment of the highest order." Mrs. William A. Burk, Council president, made the presentation at a luncheon of the group which has 46 affiliated national organizations.

AA Executives Meet On Upcoming Product

NEW YORK—A two-day meeting of Allied Artists sales executives, called by Morey R. Goldstein, vice-president and general sales manager, to discuss policies on four upcoming releases, was held last week.

The films involved are two CinemaScope productions, "Wichita" and "The Warriors," "The Body Snatchers," starring Kevin McCarthy and Dana Wynter, and "The Phenix City Story," with Richard Kiley, Kathryn Grant, and John McIntire in the top roles.

Those attending the sessions at which Goldstein presided were Edward Morey and Arthur Crown, vice-presidents; William F. (Bill) Rodgers, who serves the company as a special consultant; L. E. Goldhammer, eastern division sales manager; James Prichard, southern division sales manager; Nat Nathanson, midwestern district sales manager; Arthur Greenblatt, special sales representative; Manny Goodman, eastern contract department; D. V. (Doug) Rosen, general manager, Allied Artists Pictures of Canada, Ltd. and International Film Distributors, Ltd.; and Jack Bernstein, manager, Toronto office.

At Columbia International's New York home office, Ernesto Rufino, center, Philippine exhibitor, was greeted recently by Michael Bergher, Far East supervisor; and Lacy Kastner, president.

Ohio Censor Hassle Causes Senate Walkout

COLUMBUS, O.—Displeased with demands from pressure groups for early action on a film censorship bill, Ohio Senate education committee chairman Charles A. Mosher last week adjourned hearings on the measure and said that there would be resumption when an orderly procedure can be arrived at. Efforts of Senate minority leader Joseph W. Bartunek to proceed after Mosher walked out were unsuccessful.

Mosher previously declared that he would ask Governor Frank Lausche and chief film censor R. M. Eyman to investigate a collection of some "pornographic" film clips alleged to have been made by employes of the division, and that he would demand information from state auditor James A. Rhodes as to whether or not salaries of censorship employes have been "properly" paid in the last six months.

Three censor board operators were invited by registered mail, the Senator said, to appear voluntarily before the committee to testify regarding the screening of censored clips to members of the House judiciary committee, which has approved the proposed censorship bill. Having received no answer, Mosher said he would not subpoena them.

In his final testimony before the education committee, Robert Wile, secretary, Independent Theatre Owners of Ohio, remarked that he could not understand how MGM's "The Blackboard Jungle" could be banned under the proposed bill, but the co-author, Representative Andrew Putka, maintained that the film constituted "jeopardy to public safety," as defined in the bill.

It was later learned that the industry fight had been successful. No new censorship bill was passed.

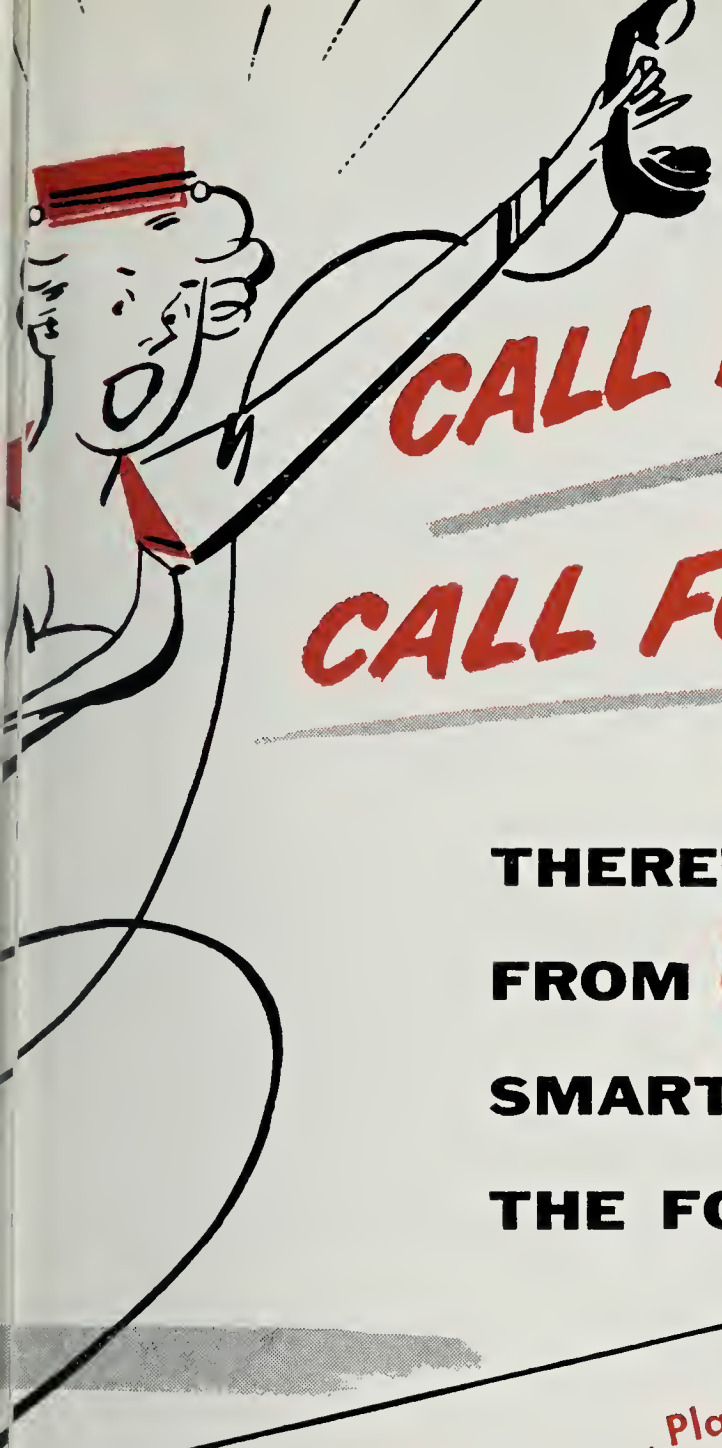
Buena Vista Alters Schedule

NEW YORK—A change in the Buena Vista release schedule for the coming year will bring "The African Lion," Walt Disney's newest full feature-length True-Life Adventure to theatre screens months earlier than originally planned. Instead of release during the Christmas-New Year holiday season, distribution will start in September.

Another change is the release date of Disney's "The Littlest Outlaw." Originally scheduled for August-September of this year, the live-action production is now set for release in January and February of next year.

Cinerama To Process Film

NEW YORK—Cinerama, Inc., will set up its own processing plant for Cinerama film in a move to improve the quality of prints, it was announced last week by Hazard Reeves, president, who said the plant would be located within the city and that construction would start within the next six months. He explained that the company heretofore has not been able to control quality in dealing with an outside laboratory, and then revealed that Cinerama will soon have several mobile units to show film in areas where theatre installation is impossible.



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DETROIT . . . . . Woodward 3-9840

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SEATTLE . . . . . Seneca 3100

SALT LAKE CITY 37621

DALLAS . . . . . Yale 4441

HOUSTON . . . . . Capitol 5-1271

FT. WORTH . . . . . Fannin 7271

SAN ANTONIO . . . . Capitol 5-2481

Skiatron's Landis Says Exhibitors Too "Jittery" Over Toll-TV Okeh

NEW YORK—The filing of final briefs with the Federal Communications Commission last fortnight arguing for and against that body's approval of the subscription television plan by no means buried the subject pending final decision.

At a luncheon in the Hotel Pierre tendered by the Skiatron Electronics and Television Corporation for financial writers, the company's chief counsel, James M. Landis, former dean of the Harvard Law School, who is also a director of several circuits, asserted that exhibitor interests are "too jittery" about the possible consequences of an FCC go-ahead on toll-TV. He observed that theatres have always had to compete for the amusement dollar, and that all forms of amusement have their own distinct advantages. Conceding that the theatres' opposition is legitimate, Landis stated that he thinks the networks' opposition is better founded. In the counsel's opinion, the FCC has the necessary authority to authorize toll-TV and is of that opinion itself. Landis said he expected the FCC to consider the material filed for three or four months and then hold limited hearings. He predicted that in about a year the Commission will reach a decision, in favor of subscription television.

Also present at the Pierre luncheon were Skiatron president William Levey, the presiding officer; William Shanahan, Skiatron chief engineer; and Dr. James H. Laub, research director. The financial writers were shown the Skiatron decoder, developed jointly with IBM, which, according to Levey, is impossible to counterfeit; he challenged, with the support of Shanahan, claims by the Jerrold Electronics Corporation that it was an easy matter to unscramble coded broadcasts, regardless of the method used to encode.

Public Vetos Toll-TV

Meanwhile, the Columbia Broadcasting System revealed the results of a survey made last month in Columbus, O., by Elmo Roper and Associates, showing that 62 per cent of those interviewed were against the fee system, 27 per cent were for it, 10 per cent were undecided, and one per cent had no opinion. When the possibility was advanced that all programs on Columbus channels might be charged for, only seven per cent were still in favor. Of those interested in toll-TV, 28 per cent estimated they would spend an average of $3.75 a week between 8 and 10 p.m. to watch programs. The survey found that 70 per cent of those interviewed are satisfied with television as it is, and 28 per cent wanted some changes made. Only five per cent said they wanted better movies.

FCC Extension Sought In Toll-TV Rebuttal

WASHINGTON—A two-month extension of the July 11 deadline for filing rebuttal briefs with the Federal Communications Commission in the subscription television controversy now pending was sought last week by the Committee Against Toll-Television.

The committee's report, filed by counsel Marcus Cohn, said that the comments filed on June 9 by the various proponents of the toll system who are seeking its approval by the FCC are so voluminous and varied that additional time is required to prepare adequate answers. The request was endorsed by attorneys for the National Association of Radio and Television Broadcasters, the American Broadcasting Company, and the Columbia Broadcasting System.

Zenith Radio Corporation, one of the three companies advocating acceptance of their subscription gadgets, advised the FCC that it had examined the request and determined the fairness of its statements, offering no objection to the extension. The three toll-TV proponents, in their briefs to the FCC, agreed that the service should be authorized, but each took a different point of view about the circumstances for the approval and the limitations to be placed on it, and each proposed different techniques for transmitting the broadcast signal.

New England Heart Award Presented To Rudolph King

BOSTON—The Great Heart Award dinner, sponsored by the Variety Club at the Statler Hotel last week, had as its principal speaker Arthur Lockwood, a prominent exhibitor, and a member of the executive committee, Theatre Owners of America. He replaced R. J. O'Donnell, Interstate Circuit, Dallas, who was unable to attend.

Several hundred prominent guests, including Joe Cronin and members of the Boston Red Sox ball club, saw the heart award presented to Rudolph F. King, Massachusetts registrar of motor vehicles, and treasurer, Children's Cancer Research Foundation, for his work in behalf of the latter organization.

Mrs. Rogers Mourned

NEW YORK—Funeral services were held in Riverside Memorial Chapel last week for Mrs. Budd Rogers, 59, wife of the motion picture producers' representative.

Michael Havas, RKO's supervisor for Latin America, recently visited Nicaragua in a tour of offices in his area. At the airport on his arrival are, left to right, Leocadio Hern, film critic of La Prensa; Francisco Rossi, manager, RKO's Cuban branch; Havas; and Hernan Barquero, RKO agent in Managua.

Celler Introduces Bill To Ban All Toll-TV

WASHINGTON—House Judiciary Committee chairman Celler (D., N. Y.), introduced to Congress last week a bill calling for Federal legislation prohibiting government approval of the subscription television systems now pending before the Federal Communications Commission. The bill will be referred to the House Commerce Committee, and it calls for an amendment to the Communications Act of 1934, to the effect that the FCC would be prohibited to authorize any toll proposal imposing a fee on the home television viewer, providing a stiff fine and a jail sentence for violation.

Celler asserted that in addition to the high cost of toll TV, it would reduce television viewing by blacking out, for those who do not wish to or cannot pay, channels now carrying free programs; that it would take over the best programs now received without cost, and that it would divide TV audiences along economic lines.

The Congressman estimated that a week's programming of fee telecasts would cost the average household between $3 and $5, noting that while many shows might charge only 25 cents, before long some, like baseball, would go up to a dollar or more, and that closed circuit fight telecasts are already costing viewers several dollars and up. He charged that the price for a specific program would be determined not by the cost of the product, but set at the figure most likely to bring the pay TV operator the biggest return.

Detroit Manager Honored

DETROIT—J. J. Lee, 20th-Fox Detroit branch manager, will be honored on his 30th anniversary of association with the film company with a week-long sales drive, July 10-16, during which a record number of 2,000 bookings are expected to be cleared through his office.

All exhibitors in the Detroit area are being invited to participate in "Joe Lee Week," and a series of activities are being arranged for the celebration period. Included in plans are a reception at the Fox exchange on July 13, at which theatremen, state and local political leaders, mercantile executives and civic leaders will pay tribute to the veteran film distributor.

Detroit Mayor Albert E. Cobo has submitted an ordinance to the Common Council commemorating Lee's association with 20th Century-Fox; while Governor G. Mennen Williams is expected to issue a gubernatorial order signalling the event.

Caesar Gains BOTV Control

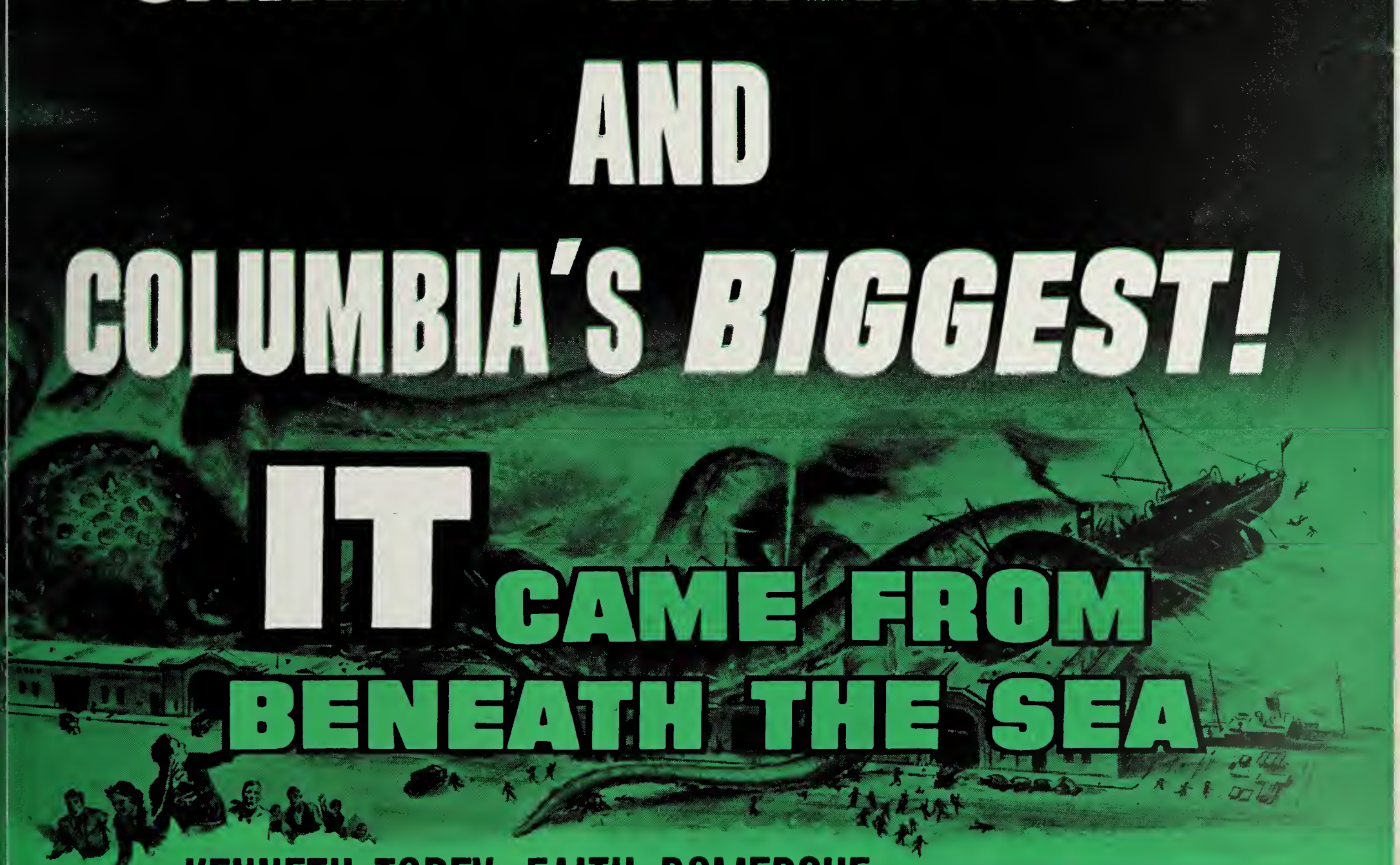
NEW YORK—Announcement was made last week that Sid Caesar has acquired control of Box Office Television, Inc., and will succeed W. P. Rosensohn as president of the company, which produces closed circuit television programs. Previously Caesar was a vice-president and director.

William A. Ross and Edgar A. Rosenberg, for some time associated with the firm, were elected vice-presidents, and Arthur Knorr, executive producer, Roxy stage presentations, joined the firm as a vice-president. Milton N. Mound, an attorney, continues as board chairman.

IT'S A HIT!

FIRST OPENINGS...
SAN FRANCISCO...DENVER
...FRESNO...BIG AS
'CAINE'... 'WATERFRONT'

AND
COLUMBIA'S *BIGGEST!*



STARRING **KENNETH TOBEY · FAITH DOMERGUE** with **DONALD CURTIS**

Screen Play by GEORGE WORTHING YATES and HAL SMITH · Technical Effects Created by RAY HARRYHAUSEN · Executive Producer SAM KATZMAN

Produced by CHARLES H. SCHNEER · Directed by ROBERT GORDON · A COLUMBIA PICTURE

Seen at a recent national sales convention held at the New York City home office were, left to right, Spyros P. Skouras, president; W. C. Gehring, executive assistant general sales manager, with, left to right, Alex Harrison, western sales manager; Arthur Silverstone, assistant general sales manager; Glenn Norris, eastern sales manager; and Lem Jones, short subjects sales manager; and, right, Charles Einfeld, vice-president. Important promotion plans were discussed and the executives spoke on forthcoming 20th-Fox releases.

20th-Fox Executives Address Sales Meet

NEW YORK—Convening the two-day 20th-Fox sales convention last fortnight, William C. Gehring, executive assistant general sales manager, told 200-odd executive delegates that they will have, during the next six months, an unprecedented roster of major CinemaScope attractions, for the promotion of which "creative merchandising" will be followed. He emphasized the company's position that what is good for the exhibitor is good for the distributor and film producer, and the convention took as its slogan, "The organization that works hardest for the exhibitor."

President Spyros P. Skouras, addressing the conclave on its second day, urged high standards in serving the needs of exhibitors and the public, calling on the sales force to maintain their reputations as respected and effective members of their communities. He discussed the increasing growth of the CinemaScope process and the constant work to improve the medium. Production head Darryl Zanuck outlined the important theatrical properties set for CinemaScope lensing, and vice-president Charles Einfield and his staff gave the distribution men a complete briefing on dynamic and comprehensive merchandising plans.

Emblazened across the home office platform, which served as a dais for the leaders of the meeting, were the words "Al Lichtman Appreciation." Throughout the course of the talks, the distribution director, who was unable to attend because of illness, received many words in praise of his sales innovations and efforts to bring harmony to the industry.

Southern Sales Area Realignment Announced

NEW YORK—One of the results of the 20th-Fox sales convention last fortnight was a realignment of the southern sales territory and concomitant personnel adjustments, according to an announcement by executive assistant general sales manager William C. Gehring and southern division sales manager Harry G. Ballance.

Ballance's eight southern branches, including the new one in Houston, have been divided into two sections, with four offices in each. Paul Wilson, currently southern division manager, will head the southeast district, with headquarters in Atlanta, and including Charlotte, Jacksonville, and New Orleans.

The southwest district, with headquarters in Dallas, will supervise the Houston, Oklahoma City, and Memphis exchanges, under the direction of Mark M. Sheridan, Jr., presently Dallas branch manager, who will be promoted to district manager.

Henry F. Harrell, new assistant to Ballance, will become branch manager, Houston, and New Orleans salesman Lloyd Edwards will take his place in the division offices. Replacing Sheridan in Dallas will be William B. Williams, now a salesman.

New England Delivery Pact Ends Wage Dispute Walkout

BOSTON—The film delivery drivers of Local 25 Teamsters Union, went back to work last week following the walkout in a wage dispute with truck operators. The Film Exchange Transfer Company, largest of New England's film delivery services, agreed to a 15 cent hourly increase, pending the signing of final contracts, and resumed operations. Meetings between the union and owners continued in an effort to reach an agreement on fringe benefits, retroactive pay, and other matters.

The three-day strike forced some exhibitors to pick up their own prints or juggle them from theatre to theatre. In anticipation of the stoppage, however, the exchanges sent out prints in advance, and no theatre was reported without a show during the emergency.

AB-PT Names Record Firm

NEW YORK—AM-PAR Record Corporation has been selected as the corporate name of the new phonograph record company which was established last fortnight as a subsidiary of American Broadcasting-Paramount Theatres, Inc. Samuel H. Clark, president, said AM-PAR will also be used as the label designation on the three speeds of records it is planned to record, manufacture, and distribute.

Colbert Heads U-I Branch

NEW YORK—The promotion of Richard Colbert to the post of U-I branch manager in Portland to replace Ernest J. Piro, who has resigned, was announced last week by Charles J. Feldman, vice-president and general sales manager.

Sabre Productions Duo Reveals Release Plans

NEW YORK—Vic Orsatti, president, newly formed Sabre Productions, and producer-director Joseph Newman last week revealed plans for their future releases. The present schedule calls for shooting to take place on the next Sabre production in September. The film, "Flight From Hong Kong," which is being produced for United Artists release, will be shot on location in Hong Kong, Macao, Formosa, Southeast Asia, London, and parts of continental Europe. "Flight," based on an original screen play by Newman and Edward G. O'Callaghan, will be filmed for wide-screen. Newman and Orsatti are presently en route to Europe to scout a filming site.

Sabre Productions was first organized a few years ago when the film rights to "This Island Earth" were purchased. After preparatory work and cost estimates were figured, it was decided to sell the rights to Universal-International, who subsequently completed production of the film.

Sabre expects to produce two films a year for United Artists, contemplated productions including "In The Depths Of Space," a science fiction entry; "Prelude To Murder," scheduled for filming in Yugoslavia and with a screen play by Newman and Orsatti; and "Sir Pagan," a chase story set in the time of the Crusades.

Newman, when questioned as to the advantages of being an independent director, stated that it was easier since he could now work with more freedom and there was no problem of a huge overhead.

Columbia Splits Stock

NEW YORK—A decision by the board of directors of Columbia Pictures at a meeting last fortnight will split the company's common stock on a five for four basis, it was announced. New shares will be put on a regular quarterly dividend basis, with an initial dividend of 30 cents a share. The directors said that the company's earnings in the current fiscal year are anticipated to be the largest on record.

The record date for the split will be June 30, with the delivery of the additional shares scheduled for July 29. The first quarterly dividend on all the shares involved in the split is payable the same date, to holders of record June 30.

EDWARD L. ALPERSON'S

the Magnificent Matador

IS SCORING BULLSEYES!

Bangup In New York! -VARIETY

Hep In Philadelphia! -VARIETY

CINEMASCOPE®

starring

MAUREEN O'HARA · ANTHONY QUINN

Directed and Story by BUDD BOETTICHER
Screenplay by CHARLES LANG
Co-Producer CARROLL CASE
Released by 20th Century-Fox
Color by PATHE

...and that's only the beginning!

EXHIBITORS!
Mail your nominations for AUDIENCE AWARDS!

Connie Russell sings "MAGNIFICENT MATADOR"

Music by EDWARD L. ALPERSON, Jr.
Lyrics by PAUL HERRICK

Send for your *FREE* record! Start plugging your date *NOW!*

Contact Press Book Editor, 20th Century-Fox, 444 W. 56 St., N.Y. 19, N.Y.

"It's a pleasure to do business with 20th!"

2,000 Theatres Join In Audience Poll Plan

NEW YORK—Nearly 2,000 theatres have already indicated they will take part in the Audience Awards campaign, it was revealed last week by Robert W. Coyne, special counsel for COMPO.

Leading the list of participating theatres are the various chains of the American Broadcasting-Paramount Theatres circuit, with 624 theatres; the Stanley Warner Corporation with 302; Fox West Coast, 202; Loew's, 95; and RKO Theatres, 87. Others participating include American Theatres Corporation of Boston, Commonwealth Amusement Company of Kansas City, Fabian Theatres of New York, Fox Inter-Mountain Theatres of Denver, Fox Midwest of Kansas City, Fox Wisconsin of Milwaukee, Gibraltar Theatres of Colorado; Talgar Theatres of Florida, the Neighborhood Group of Theatres of Virginia, Wallace Theatres of Texas.

Thousands of additional theatres are expected to join the plan, Coyne said, following a series of meetings explaining the program which will be held this month and next in all exchange areas. All pledges received to date have been voluntary, Coyne explained, as COMPO desired all exhibitors to become familiar with the plan by reading the brochure and campaign book and attending the exchange area meetings before actively soliciting their participation.

Regional Meetings Win Added Exhib Interest

NEW YORK—Exchange area meetings between managers and exhibitors to organize the Audience Awards campaign were being arranged last week, according to an announcement by Robert W. Coyne, COMPO special counsel, who is coordinating the poll under national campaign chairman Elmer C. Rhoden.

Meetings have been set for Denver this week and New York next week, with subsequent talks in other exchange cities as soon as they can be arranged. Coyne addressed the annual convention of the Virginia Theatre Owners Association last week at Old Point Comfort, Va., urging the membership to participate in the poll and to attend the Washington exchange area meeting. A. Julian Brylawski, president, Motion Picture Theatre Owners of Washington, is planning the talks there.

Proof of the success of past regional public polls for the selection of best pictures and best performances in attracting widespread public interest is given by Frank H. Ricketson, Jr., president of the Fox Inter-Mountain Circuit of Denver, Colo., and Ralph W. Russell, advertising director of the Palace Theatre, Canton, O., in statements published in the COMPO brochure on the campaign, which have been distributed to exhibitors across the country through National Screen Service. Press books on the poll are in production.

Others at the meeting were Gil Golden of Warner Brothers, committee chairman, who presided; R. P. Braus, president of Fox Midwest Theatres; Harry Goldstein of Allied Artists; Abe Montague of Columbia pictures; Oscar Doob, Emery Austin and Dan Terrell of MGM; Sid Bluemenstock of Paramount; Steve Edwards of Republic; Ben Grimm and Al Stern of RKO; Rodney Bush, Abe Goodman and Ed Solomon of 20th Century-Fox; Francis Winikus of United Artists; Jeff Livingston of Universal; Charles Steinberg of Warner Brothers; Taylor Mills and Miss Sarah Siegel of MPA, and Charles E. McCarthy of COMPO.

AB-PT Business Tops '54; Goldenson Sees Good Summer

NEW YORK—Higher theatre earnings by American Broadcasting-Paramount Theatres for this year were predicted last week by president Leonard H. Goldenson, who disclosed that circuit business so far this year is running ahead of last year.

Goldenson stated that he expects a "big summer" for the theatre business, compared to 1954, because product scheduled for release exceeds that of last year in boxoffice strength. He regarded as significant a 22 per cent increase over last year in circuit business for a specific weekend early this month, and with prospects for a highly successful summer, the AB-PT executive felt that higher revenues for 1955 were almost assured.

This Was The Week When.....

MGM star Jarma Lewis arrived in New York to promote Loew's Summer Movie Festival and "The Cobweb." . . . Broadway's benefit premiere of Paramount's "The Seven Little Foys" was slated to have Bob Hope and the seven youngsters of the film on hand, at the Criterion. . . . United Artists scheduled "Not As A Stranger" for 136 key cities in the first two weeks of July, following its tri-city world premiere. . . . Columbia opened an exhibit at New York's Museum of Modern Art featuring United Productions of America's animated films. . . . Warners declared a dividend of 30 cents a share on common stock, payable August 5 to holders of record July 15.

Columbus, Ohio's Grand, and Omaha's Brandeis were given the first dates of RKO's release "Wakamba!" . . . New York's Victoria was slated for the world premiere of U-I's "The Shrike" on July 7. . . . 20th-Fox actor Charles Coburn was honored with an award on his 78th birthday by the National Theatre Arts Council, publishers of Theatre Arts Magazine. . . . John Huston made the Congressional Record when he was cited by California's Representative Gordon L. McDonough for good press relations abroad, especially while making Warner's "Moby Dick" in the Canary Islands. . . . The American premiere for Sweden's international prize-winner, "Thirst," was set by Arthur Davis, importer and distributor, for the Roosevelt, Miami Beach, Fla., early in August.

"Summertime" Bows With Ballyhoo Variety

NEW YORK—A lively, all-media campaign blanketing the area with store promotions, contests, radio-TV plugs, fashion shows, a beautiful girl contest, etc., heralded the Astor premiere of UA's "Summertime."

The picture was saluted by Macy's department store with jumbo window displays, full-page ads in the New York Times and New York Post, and a variety of in-the-store promotions. The co-op spotlighting the film was pegged on summer fashions as inspired by Katharine Hepburn's wardrobe for her starring role. Four full Macy's windows featured fashion displays and eight foot by 12 foot blow-ups of scene stills from "Summertime," plus prominent credits for the Astor premiere. The swim suit and summer dress departments also beat the drums for the Ilya Lopert production with counter materials, cutouts, and standees. Thirty thousand heralds plugging the picture were distributed to Macy's customers.

Rossano Brazzi, who co-stars in the film, earned many mentions for "Summertime" in a nine-day slate of radio-TV and press interviews, climaxed by his appearance as guest of honor at the Astor premiere. Brazzi also served as judge at a beauty contest that netted solid news and picture breaks for the film. The contest was won by Georgia Faye Kennedy, named "Miss Summertime." She won a two-week flying vacation for herself and a companion to Venice, Italy, where the picture was filmed in its entirety.

Another contest, requiring entrants to submit letters explaining why they would like to go to Venice, offers entrants eight free vacations in Italy. Working the fashion tie-up from another angle, UA publicity and exploitation departments scored a showmanship beat by utilizing a store in Times Square where daily fashion shows to the public were held. Called the "Summertime Exhibit," the store was equipped with beach tables and umbrellas and drew thousands of passers-by daily as models displayed the beach and swim styles inspired by "Summertime." Cinzano Vermouth tied into the exhibit by supplying lettered umbrellas and placing newspaper ads saluting the picture.

The fashion campaign also took to the air when "Summertime" styles specially designed by Fontana were modeled on six video programs with approprite plugs. The Childs chain of restaurants carried the "Summertime" campaign to additional thousands with a concoction called the "Summertime Sundae." Window and counter displays featured a photograph of Brazzi and playdate credits.

Cleary Named Canadian Pioneer

MONTREAL—The Canadian Motion Picture Pioneers last week announced that Thomas Cleary, Consolidated Theatres advertising-publicity director, has been elected Mr. Showbusiness of Montreal and will be honored as pioneer of the year. In other business, L. E. Ouimet was elected honorary president, while Fred E. Peters is president.

FROM A GRIPPING BEST-SELLER...FROM POWERFUL PERFORMANCES BY A SUPERB CAST...FROM THE CREATIVE GENIUS OF THE FAMED PRODUCING TEAM THAT BROUGHT "THE CAINE MUTINY COURT MARTIAL" TO THE STAGES OF THE ENTIRE NATION...

...a motion picture that will not be easily matched or forgotten!

edding night,
ticipation,
e kiss,
e knife,
IT ABOVE ALL...
IE SUSPENSE

PAUL GREGORY presents

ROBERT MITCHUM · SHELLEY WINTERS

in

THE NIGHT OF THE HUNTER

GREAT SCREEN ACHIEVEMENT

co-starring LILLIAN GISH

h JAMES GLEASON · EVELYN VARDEN · PETER GRAVES
nd Don Beddoe · Gloria Castillo · Billy Chapin · Sally Jane Bruce

Directed by CHARLES LAUGHTON

Screenplay by JAMES AGEE · Based on the novel by DAVIS GRUBB · Produced by PAUL GREGORY

NEW SCREEN EXCITEMENT

THRU UA

BETTER MANAGEMENT

Valuable Exploitation Keys To Profitable Merchandising

Columbia Offers $500 Cash Prize To Sweepstakes For "It" Ballyhoo

PHILADELPHIA—In addition to attracting entries from hundreds of exhibitors and managers, and a truly formidable list of judges willing to cooperate, MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES has now won the attention of the film companies, who see in it an excellent medium to focus skilled showmanship attention on, and to get additional ideas on the exploitation of some of their pictures.

To accomplish this they are offering additional cash prizes to augment SHOWMANSHIP SWEEPSTAKES' $100 weekly prize. Columbia is the first to do this, with Vice-President Paul N. Lazarus, Jr., offering $500 for the best campaign on their science-fiction thriller, "It Came From Beneath The Sea." In order to win both Columbia's $500 and the SHOWMANSHIP SWEEPSTAKES $100, however, an entry on this picture must place FIRST in one of the weekly judgings during the 13-week period from July 13 to Oct. 5.

"It" is a feature loaded with exploitation potentials and for this reason was selected by Columbia as the proper production to inaugurate film company participation in SHOWMANSHIP SWEEPSTAKES. It was also selected by Columbia as the proper production to undergo a saturation of multiple openings in 27 exchange areas with more than 2,200 theatres participating.

Because of its great "shock" value, this film about a giant monster that threatens the sea lanes of the Pacific and attacks San Francisco, is also an ideal subject for old-fashioned showmanship. It just screams for ballyhoo, stunts, and special attention-getters.

Enterprising showmen will find a wealth of material to work with in the Columbia press book which features suggested stunts for tie-ins and bally. Columbia has also prepared a pamphlet containing 12 stunts that can be easily pulled off to bring attention to the film.

All of this has been done to help you, but knowing that "It" is ripe for a rock 'em, sock 'em type of exhibitor showmanship, Columbia was quick to join in MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES with the knowledge that this may result in the kind of advertising-promotion campaign destined for big grosses down the line.

So, $600 is on the line.

In connection with the over-all exploitation campaign on the opening of U-I's "This Island Earth," Victoria, New York City, Jack Cusack, Victoria manager, used model Janet Wilde, winner of a contest to find "the most beautiful girl on This Island Earth" to distribute trick balloons in front of the theatre.

SWEEPSTAKES Spreads North

PHILADELPHIA—Dan E. Krendel, head, Ontario "B" district, Famous Players Theatres, Canada, in a recent issue of his "B"allyhoo bulletin, told his managers of MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES, as follows: "This is the first periodical in the trade paper field to back up its emphasis on the importance of real showmanship with real folding money. Get in there and WIN!"

SW Joins Parade

PHILADELPHIA—Stanley Warner Theatres both here and in Washington have through special bulletins called to the attention of their managers MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES.

Birk Binnard, advertising-publicity-exploitation head in the Philadelphia zone, stated: "This contest pays off $100 each week, 52 weeks a year. With all the showmanship in our zone, we are looking forward to a weekly $100 windfall from our good friend, publisher Jay Emanuel. If any of our zone managers have entries to submit, they may send them to me and I will forward them to MOTION PICTURE EXHIBITOR."

Frank La Falce, Washington zone, said, "MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES opens additional revenue for alert theatremen because $5,200 will be awarded by the publication during the first year of the contest. Here is a great opportunity for SW managers in the Washington zone not only to keep ringing the boxoffice bell on their pictures; but also to submit their campaigns for the showmanship money. Let's see how many Washington zone men can carry off this $100 weekly cash prize."

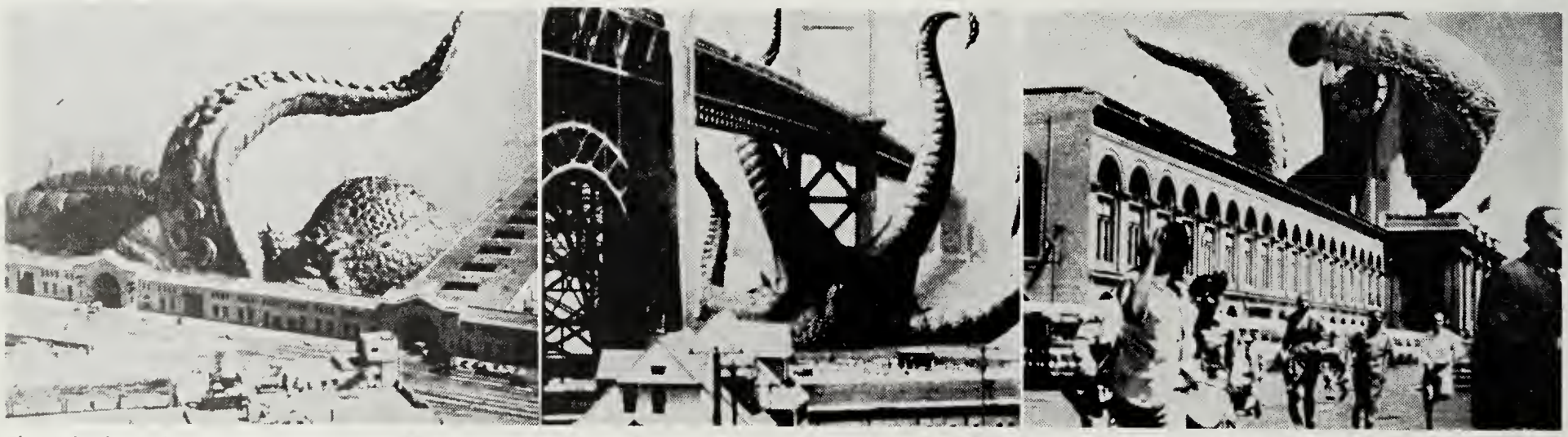
No Strangers Here

NEW YORK—Visitors to New York are being welcomed "Not As A Stranger But As A Friend" as a result of a campaign launched jointly last week by the New York City Summer Festival and the Capitol, where UA's "Not As A Stranger" had its gala preview yesterday (June 28).

As proof of the sincerity of the welcome, every 100th visitor to the city each day will receive two tickets to the Capitol to see "Not As A Stranger."

All 23 points of entry to the city, bridges, tunnels, roads, airports, railroad, and bus terminals have been covered with posters proclaiming, "Welcome To New York Summer Festival, Not As A Stranger But As A Friend."

Another greeting stretches across Broadway at 51st Street, where a huge banner announces a similar welcome.



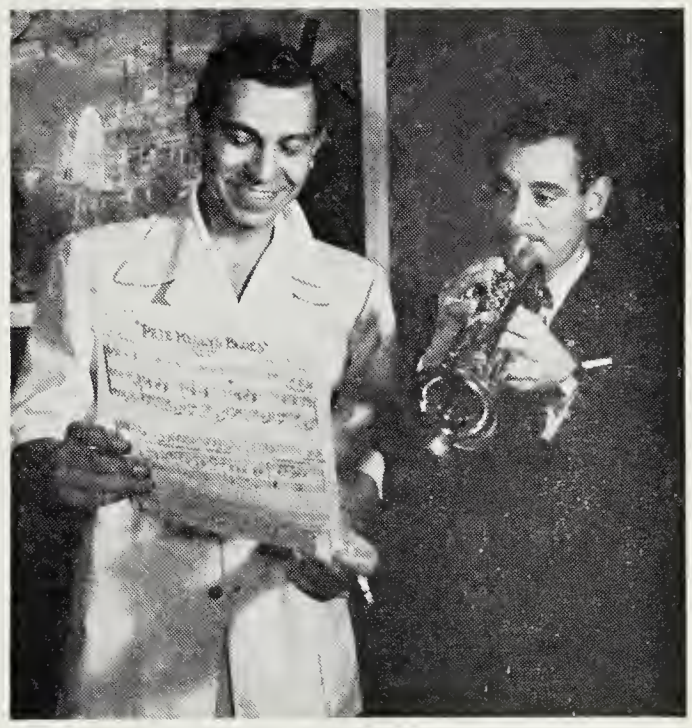
The "shock" value of Columbia's science fiction film, "It Came From Beneath The Sea," is illustrated from the three shots from the film shown above. With this picture, Columbia joins MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES by offering a $500 award for the best campaign on the thriller which also wins first prize of $100 in the weekly SWEEPSTAKES judging for the 13 week period from July 13 to Oct. 5.

GREAT TALENT MAKES GREAT PICTURES!

Hollywood goes to New York, locale of the classic Ben Hecht story, for scenes of "Miracle in the Rain." At left Jane Wyman and Van Johnson enact roles of lovers at sailboat lagoon in famed Central Park. And New York comes to Hollywood in shapely person of Barbara Nichols, Manhattan showgirl, who is shown here rehearsing dance she does in picture as an innocent stripteaser.

Gary Cooper stands inspection for Director Otto Preminger and Producer Milton Sperling in World War I uniform he'll wear as aviation hero in production "The Court-Martial of Billy Mitchell." Shooting starts next week in Washington, D.C. In another World War I uniform, "Sergeant York," Cooper won the Academy Award. *(In CinemaScope and WarnerColor.)*

→ As Jack Webb beams approval, Orchestra Leader Ray Anthony launches first band recording of title song of "Pete Kelly's Blues." Picture, introducing three new songs and a dozen favorite tunes of the 1920's, is Webb's first with music, a sweetheart and CinemaScope. *(WarnerColor.)*



Elizabeth Taylor and Rock Hudson in early love scene for George Stevens' production of Edna Ferber's great novel, "Giant." Stately Virginia manor house near Charlottesville provides background for romantic mood. Locationing "Giant" company then moved from Virginia to Marfa, Texas, for ranch sequences. *(In WarnerColor.)*

WE'RE DOING THINGS HERE AT WARNER BROS.

Above are scenes from forthcoming 20th-Fox releases, all in CinemaScope and color, with one exception. In the usual order, Robert Stack, Robert Ryan, and Shirley Yamaguchi in "House Of Bamboo"; Gene Tierney and Humphrey Bogart in "The Left Hand Of God"; Marilyn Monroe and Tom Ewell in "The Seven Year Itch," and Orson Bean and Sheree North, ignoring Tommy Noonan in "How To Be Very, Very Popular." In the second row, Robert Ryan and Jane Russell in "The Tall Men"; Jose Perez and Ricardo Montalban in the Panoramic black and white film, "A Life In The Balance"; William Holden, a foreign correspondent, and Jennifer Jones, a Eurasian woman, in "Love Is A Many Splendored Thing," and Richard Todd as Raleigh opposite Bette Davis' Queen Elizabeth in "The Virgin Queen." This represents a product increase over previously announced plans.

Variety, Top Stars, Pre-Selling Highlight 20th-Fox Product Lineup

Variety of subjects, important players, and nationally pre-sold literary and stage properties combine in the 20th-Fox line-up for the June to October period to form one of the company's strongest rosters of attractions in its history. Nearly half of the year's releases will appear during these important summer and fall months, 12 in CinemaScope and color, and one in standard black and white. Behind the pictures, all of which have already been given advance buildup and promotion, will be an intensive and comprehensive campaign embracing every aspect of advertising, publicity, and exploitation.

Leading off the parade of June releases is Charles K. Feldman's Group Productions presentation of "The Seven Year Itch," starring Marilyn Monroe and Tom Ewell, adapted from George Axelrod's Broadway play. Also in June the company is offering "Soldier Of Fortune," starring Clark Gable, Susan Hayward, Michael Rennie, and Gene Barry, which Edward Dmytryk directed from a screen play by Ernest K. Gann, based on his popular novel. "The Magnificent Matador," with Maureen O'Hara and Anthony Quinn, rounds out the month's releases.

July releases are "House Of Bamboo," starring Robert Stack, Robert Ryan and Shirley Yamaguchi; "How To Be Very, Very Popular," with Betty Grable, Sheree North, and Robert Cummings; Panoramic Productions' "A Life In The Balance," starring Ricardo Montalban, Anne Bancroft, and Lee Marvin, and the first CinemaScope featurette, "The Living Swamp."

"The Virgin Queen," a vehicle for Bette Davis, with Richard Todd, Joan Collins, and Jay Robinson, will bow in August, together with "The Left Hand Of God," starring Humphrey Bogart and Gene Tierney.

Leading September releases is "Love Is A Many Splendored Thing," starring William Holden, Jennifer Jones, and Gloria Grahame, followed by "The Tall Men," with Clark Gable, Jane Russell, and Guy Madison. In October, "Seven Cities Of Gold," featuring Richard Egan, Michael Rennie, Rita Moreno, and Cameron Mitchell, and "The Girl In The Red Velvet Swing," starring Ray Milland and Joan Collins, will offer boxoffice potential.

Among the many other imposing CinemaScope productions forthcoming from 20th-Fox are "The View From Pompey's Head," "The Greatest Story Ever Told," "Lord Vanity," "Katherine," "The Sixth Of June," "The Rains Of Ranchipur," "The Day The Century Ended," "Tigrero!," "Good Morning Miss Dove," "Anastasia," "Can-Can," "Bus Stop," and "The King And I."

Vivien Leigh Returns In "The Deep Blue Sea"

Vivien Leigh, co-starring this time with Kenneth More, will return to the screen for the first time since her Oscar-winning performance in "A Streetcar Named Desire" with the release shortly of Anatole Litvak's London Films Production for 20th-Fox of "The Deep Blue Sea," in which she portrays the tragic heroine of Terence Rattigan's highly successful West End and Broadway play.

At the right, Miss Leigh is shown in a scene from the picture with Kenneth More. Eric Pertman, a relative newcomer to films, plays the supporting role of a psychiatrist. Emlyn Williams, the eminent playwright and author, appears as the wealthy husband.

"Oasis" Is Success Story In International Relations

With the American release of "Oasis," the first European production in CinemaScope, 20th-Fox will reveal the results of a unique experiment in international relations, with a picture filmed in Morocco on which French and German stars, writers, producers, directors, and technicians collaborated.

Starring in the Ludwig Waldleitner and Gerd Oswald production, to be released in English, French, and German language versions, are Michelle Morgan, Pierre Brasseur, Cornell Borchers, Carl Raddatz, Gregoire Aslan, Giles Galion, and Jean Hevey.

Beginning with location shooting in Africa, 20th-Fox began a long-range promotional campaign to make "Oasis" one of the Most pre-sold attractions ever offered. When "Oasis" bows in the United States, plans call for the assemblage of the cast at the New York premiere, which will be staged as one of the most glittering and news-winning openings of the year.

SHEREE NORTH

New Stars

RITA MORENO

New Faces Plentiful In Top 20th-Fox Films

One of the pronounced signs of vigor in a motion picture studio is its accent on the discovery and build-up of new talent. Twentieth-Fox has always been exceptionally strong in this particular enterprise, through the unerring eye of Darryl F. Zanuck, vice-president in charge of production.

It was under Zanuck's aegis that Betty Grable was brought back from Broadway, after another studio had abandoned her, and developed into one of the all-time great musical comedy stars. The buildup of Marilyn Monroe was accomplished at Fox. The process has never been limited to the fairer sex, either, with Zanuck's guidance leading to the success of such actors as Dan Dailey, Richard Widmark, Dana Andrews, Richard Burton, Gregory Peck, Tyrone Power, Victor Mature, and others.

Among the new and outstanding personalities being developed at the studio, some that are especially noteworthy appear in photographs at the left. They are, from top to bottom, Marjorie Hellen, Joan Collins, Virginia Leith, and Richard Egan.

21,000 Theatres Show CinemaScope Pictures

This month, throughout the world, a total of more than 21,000 theatres are equipped to show CinemaScope films. This installation total involving tremendous investments of time, money, and energy represents the remarkable attraction of a film medium which two years ago was virtually unknown.

The wider the horizon for CinemaScope, the further assurance that a greater roster of films will be forthcoming for exhibition. At the moment, some 7,000 theatres in all parts of the globe, other than the U.S. and Canada, are showing CinemaScope film. This includes all of Europe, major centers of South and Central America, Australia, Africa, the Near East, and the Orient.

The growth of CinemaScope-equipped theatres and the increase in production of pictures in the new medium has also resulted in technical advances which have provided finer entertainment for the moviegoing public. At first, there were only the few lenses produced by Professor Chretien which could be used in production, but over the months, following the first few CinemaScope pictures, finer improved lenses were produced in a variety of sizes to give greater fluidity to the director and cinematographer. With the growth of the medium, and its clarity and width of image, came a commensurate improvement in the various color processes. Current technical aspects of photography and color are rapidly approaching perfection.

CinemaScope has provided the inspiration for many business improvements in the industry. It has reawakened public interest in motion pictures, and drawn back to the fold many who strayed to television and other competitive entertainment, and has revitalized aspects of showmanship, providing incentive for greater selling of individual films, as well as the industry to the public.

Many new and exciting developments are promised for the near future, opening up even wider vistas for CinemaScope production. Greater use of the medium is expected, and as it grows it will serve to establish CinemaScope even further as one of the major entertainment developments of this industry.

Joe Huber, retiring 20th Century-Fax Winnipeg branch manager, was hanared recently at a testimonial dinner held at the Marlborough Hotel. Head table guests included Bob Cringan, 20th-Fax Calgary branch manager; Phil Geller, 20th-Fax Winnipeg branch manager; Peter S. Myers, 20th-Fox Canadian general manager; Huber; Harry Gray, Lyceum, Winnipeg, chairman af the affair; Richard Miles, Famous Players; Haskell Masters, Warners Canadian general manager; and Harry Hurwitz, Odeon-Mortan Theatres, Winnipeg. Huber was gifted with a 16mm projectar.

Phone Comes Back

NEW YORK—A frequently neglected promotional gimmick was utilized by Columbia recently in 10 cities when the telephone system was pressed into service with a campaign to "Call Jimmy Stewart," designed to exploit "The Man From Laramie." The novel method urged patrons, through newspaper advertising, to call the actor at a listed number which, when reached, played a recording over the wire of a sales message from Stewart. The gratifying result was more than 1,500 calls an hour, exceeding capacity, in half the cities.

U-I Sets TV Spots

NEW YORK—David Lipton, U-I vice-president, announced last week that the first national TV spot campaign in motion picture history will launch the pre-selling of the company's "To Hell And Back."

Plans have now been completed for the use of continuous spot time on 67 TV stations throughout the country during July, August, and September. Lipton emphasized that the TV time would be used solely for pre-selling purposes as part of the most comprehensive national pre-selling campaign ever given a U-I picture.

"Itch" Prizes Offered

NEW YORK—In conjunction with engagements of 20th-Fox's "The Seven Year Itch," National Theatres announced it is conducting a showmanship contest among its theatre managers for the seven best and most provocative campaigns. A total of $325 in prize money will be offered in U. S. Savings Bonds.

Judging will be based equally on the quality of the campaign and boxoffice results achieved and entries should be sent to "Seven Year Itch" Campaign Contest, 1837 S. Vermont Ave., Los Angeles, Cal., before Aug. 31.

Calling All Gamblers

PROVIDENCE—William Trambukis, manager, Loew's State, got into the gambling groove when he played Columbia's "5 Against The House," story of five collegians who attempt to rob the largest gambling casino in Reno. Trambukis obtained a number of miniature slot machines and sent them to newspaper contacts and disc jockeys in advance of playdate tagged, "You'll be a sure winner when you see '5 Against The House'."

He reported that the novelties turned out to be highly successful.

Konecoff

(*Continued from page 9*)

evening gown inspired by the "panung" she wears in "Pearl Of The South Pacific" at the opening of the film in St. Louis on June 28. . . . Also, two theatres have already booked "Texas Lady," starring Claudette Colbert, despite the fact that it's still in the shooting stage. They are the Uptown, Sonora, Cal., and the San Andreas, Cal. . . . Also, the old gimmick of selling a genuine dollar bill for 79 cents, was used with great success by manager Joe Lackey at the Empire, Birmingham to sell "Rage At Dawn." The many who refused to go for the offer were given passes anyway. . . . Also, that Virginia Mayo . . . Oh, the heck with it.

THE METROPOLITAN SCENE: 20th-Fox's "How To Be Very, Very Popular" getting off to a flying start in the music field with the issuance of Teresa Brewer's Coral Records version of the song of the same name fully a month before the national release. It will receive widespread plugging. . . . COMPO is out with a 12-page pressbook on the Audience Awards elections with ideas and ads to further the campaign. It should be a valuable aid. . . . Shirley Yamaguchi is making a number of personal appearances in connection with the opening of "House Of Bamboo" locally July 1 at the Mayfair. . . . The first 100 youngsters in to see "Lady And The Tramp" at the Roxy were due to get autographed recordings of "The Siamese Cat Song." . . . The first thousand youngsters in to see "The Great Adventure" at the Paris were to receive free autographed copies of "Otty The Otter," the tune created in honor of one of the important stars in the de Rochemont release. Incidentally, they had the animal in for personal appearances recently. . . . Frank Kassler and Sheldon Gunsberg have gotten together a good selling campaign on the Continental release, "To Paris With Love," and have compiled it in different pressbook form. . . . Marilyn Monroe is off to Europe on July 14. Maybe some overseas pix deals in the offing? . . . Bill Heineman was looking forward to eases of No-Cal come Christmas.

THE BIGGEST GROSSING

HONORS ... no foreign film has ever won before!

PROFITS ... to match them!

2 ACADEMY AWARDS
"BEST FOREIGN FILM" • "BEST COLOR COSTUME DESIGN"

"BEST FOREIGN FILM" —N.Y. Film Critics

GRAND PRIX Cannes Film Festival, 1954

SCREEN IMPORT Available TODAY!

7th Month! GUILD, N. Y. and VAGABOND, Los Angeles
(BROKE ALL RECORDS IN BOTH HOUSES ... FOR *GROSS* AND *LENGTH OF RUN!*)

IT'S THE MOST CELEBRATED MOVIE IMPORT IN A DECADE!

A CLASSIC DRAMA OF PASSION

GATE of HELL

A DAIEI Production in Glorious Eastman Color Produced by MASAICHI NAGATA

"EXQUISITE! AN ABSOLUTE 'MUST'!"—N.Y. Times
EXETER, BOSTON—8 WEEKS!
"MOST BEAUTIFUL FILM EVER!"—New Yorker
LOOP, CHICAGO—5 WEEKS!
"A PRIZEWINNER IN ANY LANGUAGE!"—Newsweek
STAGE DOOR, 7 WEEKS; CLAY, 5 WEEKS! SAN FRANCISCO
"BEST FILM OF THE YEAR, BAR NONE!"—N. Y. Post
DUPONT, WASHINGTON—7 WEEKS!
"UNSURPASSED COLOR! ASTONISHINGLY BEAUTIFUL!"—Life Mag
"STRICTLY SMASH!" says VARIETY

AVAILABLE NOW!
Directly From EDWARD HARRISON
1501 Broadway, N.Y. 36 • LA. 4-1318

From the Some Distributor: UGETSU "A MASTERPIECE!"—Look • "SUPERB DRAMATIC ACHIEVEMENT!"—Life

AVAILABLE

THEATRE ENGINEERING EXECUTIVE, 24 years experience directing large circuit operation involving planning, procurement and installation of Sound and Projection equipment, and all equipment in the complete physical theatre from roof to basement.

B.S. in E.E. and licensed Professional Engineer, State of New Jersey.

WRITE BOX 169
Motion Picture Exhibitor, 246 N. Clorion St.
Philadelphia 7, Po.

THEATRE MANAGER
WANTS POSITION

Young man has extensive background in film exploitation and buying.
WILL GO ANYWHERE

FRANKLIN O. PEASE
1237 Vine St., Philo. 7, Pa. LO 4-4429

CANDYDLY SPEAKING

THE DISPENSING and handling of soft drinks in theatres, both conventional and drive-in, present to the exhibitor problems peculiar to his situation. However, certain considerations are fundamental whether carbonated and non-carbonated beverages are handled by the popular vending machines or dispensed manually.

A RECENT COMPO survey indicates that the hot summer months which used to be a signal for boxoffice slumps are now drawing crowds to the air-conditioned comfort of indoor houses or the relaxed, informal atmosphere of the drive-in in greatly increased numbers.

NO ITEM is more welcome to a patron "beating the heat" than a cold soft drink, and care in dispensing, strict observance of rules and cleanliness and sanitation, and proper maintenance of vending machines can spiral the profit curve on concession operation upward.

IN SITUATIONS where the "silent salesmen" handle the drink sales, such important matters as rate of carbonation, temperature, and proper mixing ratio of syrup and soda are handled automatically, with skilled maintenance men available from equipment manufacturers to handle emergencies with which theatremen are not prepared to cope. A pericdic check and merchandising aids such as proper location, dramatic lighting, and other features that fall into the showmen's realm will insure maximum returns.

WHERE DRINKS are manually dispensed, it is imperative that attendants be familiar with and follow to the letter the hints concerning temperature and carbonation provided by all beverage companies. Again, scrupulous attention to cleanliness is required, for the public may return if the drink is good, but that all-important first sale will never be made if the concession area is not spotlessly attractive.

—AL ERLICK

EXTRA PROFITS

The Fox, Sidney, Neb., is a modern theatre of quonset hut design. Patrons flocking to the attractive concession area can see above them exactly what goes on in a well-equipped projection booth, providing an extra show for the curious, young and old.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and concession industries.

50,000,000 times a day . . .
IT'S A MATTER OF **PREFERENCE**—

Coca-Cola is the most asked-for soft drink at service stations!*

1. **When motorists** pause to refresh and refill, they prefer Coke — by more than 2½ to 1 over the next three soft drinks combined.

2. **These same people** look for their favorite beverage in theatres, too.

3. **When you feature Coca-Cola,** you profit from America's preference.

SELL Coca-Cola REG U.S. PAT. OFF. for extra profit

Of theatres handling beverages, more than 3 out of 4 sell Coke!

"COKE" IS A REGISTERED TRADE-MARK

*1954 surveys by Alfred Politz Research, Inc.

Proper Planning, Clean Operation Boost Profits

Cooperation between exhibitor and equipment dealer, coupled with conscientious application of principles of sanitation on the part of aides, make for ideal candy stand.

ONLY space and imagination can possibly limit the choice of equipment in planning a modern concession stand, inasmuch as almost any device or piece of equipment required is readily available.

The arrangement and placement of candy counters is something that requires detailed study because they are the core or hub around which the entire refreshment stand is to be built. There are many and varied handsome, sturdy cabinet lines on sale through the theatre equipment and restaurant supply companies, and a check on these products offers the most convenient solution to any problem concerning the selection of the proper cabinets. Where the specific layout is a unique one, the concessionaire can generally secure the services of carpenters and technicians to design and build cabinets according to requirements.

Manufacturers of equipment to make popcorn, to warm nuts and butter, to keep ice cream cold, and to dispense beverages are already familiar to exhibitors. The local layout will determine the exact equipment best suited and most valuable for the planned concession stand to promote extra profits. The representatives of reputable equipment houses and the service agents for dealers and suppliers are authorities in their fields, and they can and will give indispensable advice in the selection of proper equipment.

Adequate Facilities Necessary

In the planning stage of the stand, it is advisable to make certain in advance of the adequacy of power, drainage, and water facilities. For example, the refreshment stand will require an electrical system capable of taking peak loads at a time when all other machinery is also in operation. It is frequently necessary to have both 110 and 220 volt circuits able to carry loads up to 60 amperes. It is a wise move to install a separate switch panel for the concession stand equipment to prevent, for instance, the accidental turning off of the refrigeration equipment over night.

This is something which will happen over and over again, and it cannot be prevented. The efficient operator, however, will have the know-how to clean up completely and immediately.

It will prove profitable to the manager of the concession operation to be entirely familiar with the general workings of all his refreshment equipment. The modern installation will most likely include beverage dispensers, popcorn machines, an ice cream box, candy machines operated with coins, coin changers, carbonators, and refrigeration units, in addition to heating, water, wiring, and drainage systems. A thorough layman's knowledge of each of the individual parts of the operations will result in the saving of repair bills, to say nothing of profit. The "out of order" sign, certainly one of the most irritating of annoyances to the customer with his money in hand, should go up only when serious trouble occurs, and then for only the shortest period of time possible.

In the interest of protecting his equipment, the conscientious concession operator will arrange for regular periodic inspection of all operations, where possible by representatives of the manufacturers. He will make sure that cleaning schedules are strictly enforced, and will teach the counter personnel as much of the basic equipment operation as they are able to absorb. Well-planned emergency procedures in case of unit failures should be worked out in advance and posted in an accessible spot.

Cleanliness Vital

As vital as the equipment itself is the cleanliness of the concession stand's operation. Every employe working behind the counter must be made to realize and to appreciate the necessity that he be held responsible for his share of the cleaning duties, and must be further impressed with the general requirements of keeping counters and all equipment ship-shape at all times.

Glass-topped counters can be kept fresh and shining throughout the day and evening with only an occasional wiping off with a damp cloth, and they should be thoroughly scrubbed after closing every night, with an application following of any one of many new products designed to polish and restore glass. Shelves inside the counter should be stripped and washed not less than once a week, with a change of shelf paper, if it is used, made at the same time. The facing and trim of the refreshment booth itself should likewise be cleaned frequently and with a damp rag. High gloss or sheen surfaces are the easiest to clean and maintain.

The kettle and pan of the popcorn machine should be wired with clean paper napkins as often as the press of business will allow, and washed every night

(*Continued on page EP-6*)

The general service area of Century's Prospect, Flushing, L. I., N. Y., is noteworthy for convenient arrangement and dramatic lighting. The refuse receptacle is an inducement to the patron to help the operator keep order. Practical and pleasing in appearance, the plastic flooring is easily cleaned.

The large concession stand of the United Detroit Theatre circuit's Cinderella, Detroit, occupies a prominent position where potential customer traffic passes going both in and out of the house. Again, dramatic lighting and interesting decoration add to the good appearance of the operation.

Simonin's Ryan Offers 10 Checks For Buying Popping, Cooking Oils

THEATRE AND CONCESSION operators, as well as drive-in and carnival operators, were offered recently a special checklist of 10 all-important features to look for when surveying the market to buy popping and cooking oils.

The 10 checkpoints were introduced and discussed at length by James A. Ryan, president, C. F. Simonin's Sons, Inc., at a meeting of the company's salesmen. Simonin is the manufacturer of Popsit Plus, which is the largest selling popping and cooking oil of its kind in the field.

The executive's first important point is pure peanut oil, not only because of its innate qualities but also because it is easily the most digestible of all vegetable oils and will, of course, assure a finer product at nominal additional cost, if any. The product can be no better than its ingredients, and the distributor offering the best for perhaps even a slightly higher cost is likely to find his sales more noteworthy than those of a competitor offering a standard or sub-standard item at a lower figure. Together with the necessity of pure peanut oil, Ryan insisted on butterlike flavor, which imparts a deliciously different taste to popcorn and foods; a fresher and more wholesome taste, free from the all-too-frequent greasy and fatty taste of second-rate cooking oils, which can destroy the flavor of the best ingredients. The softer and more delicate butter flavor is impossible to achieve without using a pure oil as a base, but any additional expense involved in the use of the finer oil will, Ryan believes, be counteracted by a corresponding increase in volume, and prove in the long run the most economical method of popcorn production.

Ryan went on to elaborate on the visual appeal of the product for the third point. Golden color, he pointed out, is an almost foolproof appeal to the customer. The better something looks, the more likely he is to buy, and buy in larger quantity than he might if the merchandise were unattractive to the eye. With the proper oil, flavor, and cooking, the product will, of course, appeal to still another sense—that of smell which, combined with the visual golden effect, makes the purchase almost irresistible to all but the established cynic or the person who simply has no taste of any kind for the item. In other words, by increasing the appeal to the senses, sales will surely be made to many in-between theatre customers who would neglect to buy the ordinary concession foods or, if they did, show little interest and be unlikely to buy in any quantity or with any deliberateness.

As a fourth checkpoint, the Simonin president mentioned that the oil always should be a liquid one, requiring no melting. The advantages of the liquid oil are manifest, in that it requires no melting and therefore saves the operator precious time in the preparation of the article to be sold. In liquid form, too, the possibility of burning the oil over high heat is minimized because it is ready for use after only a moment on the fire. Together with the liquid requirement, Ryan introduced point number five, that oil should be easy to measure for the very good reason that it will not be wasted so easily and, again, will save time. And with points four and five, the sixth and seventh go hand-in-hand, namely, that the oil should always be ready to use (i.e., no pre-heating or melting) and never require refrigeration or any other special treatment; and that the flash point must be over 650 degrees to pop the corn and to fry foods evenly, completely, and attractively.

Important with inexperienced help especially, but always to be considered even with the veteran attendant, particularly at times of heavy demand and the concomitant rush, is the fire hazard, the oil must be uninflammable, and also smokeproof. The smokeproof oil makes cleaning up easy and fast and, above all, eliminates the carrying of cooking odors through the house which might have the effect, in quantity, of dulling the consumer appetite rather than whetting it. In any case, a smoking or burning food smell is associated generally with an inefficient cook.

As his final point, Ryan said the oil should be an all-purpose one which will fry hamburgers, potatoes, shrimp, chicken parts, and the whole range of refreshment stand offerings with the same delicious flavor and appealing color.

Hamburger Heaven Built By Successful Lady Farmer

ST. LOUIS—Maude Jefferis, Piedmont, Mo., is a lady farmer who knows how to handle a mower or a reaper like a professional. Before coming to St. Louis with her husband, A. B. Jefferis, president, Mid-Central Allied Independent Theatre Owners, she put in three tons of fine alfalfa hay grown on their 42-acre tract back of their Pine Hill Drive-In. The alfalfa will be used to feed their herd of Black Angus cattle which provide hamburger for the patrons of the nearby ozoner. Mrs. Jefferis reveals that the concession stand there sells more hamburgers than frankfurters, the ratio being far above the national average.

One corner of the refreshery building at the Walter Reade Eatontown Drive-In, Eatontown, N. J., recently looked like an appliance shop, after manager Fred Bartholdi set up the merchandise he had accumulated for a six-week giveaway, in a tiein with a local appliance firm.

Ice Cream Stand Operation Discussed

NEW YORK—The Port Morris Machine and Tool Works, Inc., manufacturers of the Electro Freeze soft ice cream machines have announced the publication of a new booklet on the construction, operation, and maintenance of a soft ice cream stand. The pamphlet is entitled "What Insures a Profitable Soft Ice Cream Stand?"

Many theatre operators, both conventional and drive-in, have found that concession profits can be increased through the installation of such an ice-cream stand. The importance of location is stressed in the booklet, and some theatremen have found their best bet to be stands that cater at the same time to moviegoers and passersby on the street through a double serving window setup.

Ice cream is playing an increasingly important part in theatre extra profits, and the item is making its appearance in various forms in both conventional and outdoor houses through the medium of the stand or vending machines where the installation of an ice cream stand is impractical.

The booklet includes information on the material used in the construction of the stand, the outlook for the soft ice cream business, and the requirements necessary for efficient equipment. It is a reprint of an article run in a national trade publication and it was written by Charles Nasif, an actual operator who has 12 years experience in this field. An outline of the plans used by Nasif in his outstanding 24 by 40 feet drive-in stand are also included.

This booklet is free and can be obtained by simply writing to Port Morris Machine and Tool Works, Inc.

Candy Sales Rise

WASHINGTON—Reversing the discouraging negative trend of at least several years' standing, candy sales showed a positive, desirable increase in the early part of this year, according to a report issued by the Bureau of Census, Department of Commerce, estimating the sales of confectioners' products and competitive items on the market. How much of the increase can be accredited to aggressive merchandising by exhibitors alert to the potential profits in the item, one can only guess.

February sales are reported to total $85,256,000, representing a jump of seven per cent over the corresponding period last year, and a jump of one per cent over January, 1954. For the first two months of the current year, sales averaged two per cent higher than for the same months last year.

The three industry branches tabulated in the Census Bureau report registered increases up six per cent with the manufacturer-wholesalers; manufacturer-retailers and chocolate manufacturers gaining 24 per cent and two per cent, respectively. Bar goods remained the same in value but were seven per cent lower in poundage, bulk goods were up six per cent in poundage but down one per cent in value, and five-and-ten cent specialties went up nine per cent in value and two per cent in poundage.

New beverage trend gives progressive theatre operators highest refreshment profits

Read what one of America's biggest operators says about Pepsi-Cola...

National Theatres, Inc.
1609 West Washington Boulevard
Los Angeles 7, California

Mr. Donald M. Kendall
Vice President
Pepsi-Cola Company
3 West 57th Street
New York 19, N. Y.

Nov. 1, 1954

Dear Don:

Today more than ever -- the profit-minded theatre merchandiser whose sales depend on limited time and space should consider only nationally-known profit makers.

Because Pepsi is such a product, we switched to it five years ago!

We chose Pepsi in preference to any other nationally advertised cola for three very good reasons:

1. Its Quality...a fast-selling refreshment liked by every member of the family!
2. For our Fountain and Automatic Machine operation, its cost per gallon is less than any comparable Cola.
3. We were aware of something that is not generally realized...that Pepsi-Cola syrup produces 13 more 10¢ drinks per gallon!

If you see fit to convey our experience to those exhibitors who are also quality and profit-minded, you are at liberty to use the foregoing information in any manner you see fit.

With all good wishes for Pepsi's continued success...

Cordially,

A.J. Krappman

A.J. Krappman
National Theatres, Inc.

...and the same is happening in theatres all over the country!

Check your own operation.

Refreshment space is limited. Traffic must turn over fast. To get the top return from your refreshment space, *sell the brands in the biggest demand.* Pepsi-Cola is the fastest growing beverage in America. It turns refreshment space into *sales* for you at a faster rate than ever before in soft drink history.

Pepsi can boost your beverage sales and profits all along the line!

Write today for full details.

PEPSI-COLA

The Light refreshment

Pepsi-Cola Company, 3 West 57th Street, New York 19, New York

ClubBar Dispensers Offered

NEW YORK—For those exhibitors and concession operators eager to convert beverage profits from pennies into dollers, helpful and detailed suggestions are advanced by Temprite, ClubBar, Inc., manufacturers of ClubBar dispensers, in two publications designed to promote sales of the company's mechanical vendors. By using a convincing and easily-understood series of charts and diagrams, Temprite offers elaborate explanations of methods to build extra profits, save space, lower labor costs, and reduce overhead by installing the ClubBar. Extensive information is offered also on the unit's dimensions, its operation, and its specifications. The all-electric ClubBars are designed to dispense as many as four different soft drinks with plain carbonated water, at a rate of 240 glasses per hour.

Spiro J. Papas, head, Automatic Vending Corporation, Chicago, was recently appointed general convention chairman for the 1955 Popcorn and Concession Industries convention and exhibition to be held November 6-9 at the Morrison Hotel, Chicago.

Proper Planning

(*Continued from page EP-3*)

without fail. Other sections receive weekly cleaning, and still others get attention at longer intervals. If a dispenser for soft beverages is used, the cleaning job becomes a weekly operation, covering the cleaning of the syrup tank, the ice compartment, lines, and drains.

In actual practice, each individual piece of equipment presents a separate cleaning problem. As a general rule, complete instructions for cleaning and maintaining a piece of equipment can be found attached to it, or its box or crate, on delivery. If such instructions are not attached at the time of delivery, they are always available from the manufacturer on request.

These cleaning schedules, once established, should be carefully posted where the personnel will have them always available. They should be followed to the letter and, if they are, they will add to the long life and to the highly effective service of the machines in question.

Stand Area Must Be Cleaned

The area immediately surrounding the snack bar is just as important as the stand itself, and should also be the responsibility of the concession personnel. A two or three foot strip of easily cleaned and maintained special flooring surrounding the counter and installed in the general service area will keep cleaning work to a minimum. Vinyl plastic, terrazzo, ceramic tile, and other materials have been used frequently and successfully for this purpose. A similar section of special flooring should be placed around the drink dispensing machine, if it has been removed from the immediate stand area.

Although the cleaning up of refreshment items is not, strictly speaking, an actual part of the concession business, such problems have arisen in recent years along that line that a few suggestions should be helpful and profitable to the alert manager.

To remove chewing gum from hard surfaces, a long-handled scraper should be used if the deposit is a day or more old; if it is fresher, sprinkle some kind of dry powder, like whiting, on it and it can then be scraped off. In removing gum from a carpet, saturate the pile surrounding it with a solvable tetrachloride. To remove gum from fabrics, either carpeting

With Twin Elevator Wells and
Automatic Push-Button Seasoning Pump

- CHOICE OF GAS OR ELECTRIC HEAT
- TWO 3-CUBIC-FT. ELEVATOR WELLS
- FORCED-AIR HEAT CIRCULATION
- AUTOMATIC PUSH-BUTTON SEASONING PUMP
- OVER-THE-COUNTER SERVICE & LOTS OF WORKING SPACE
- INSULATED RAW CORN BIN
- HANDSOME, STREAM-LINED CABINET

CRETORS' "Olympic"—world-champion over-the-counter money-maker!

CRETORS' "Olympic" gives you CRETORS' all-steel gas or electric kettle teamed with dual elevator wells in an over-the-counter model popcorn machine with enough popping and storage capacity to handle the heaviest traffic. . . . Earning capacity up to $75.00 per hour. . . . Each elevator well holds equivalent of 100 boxes of popped corn. . . . New heating system forces heated, filtered air throughout popped corn supply, keeping it hot, fresh, and *crisp*, regardless of atmospheric moisture conditions. . . . Electrically-driven seasoning pump delivers the correct amount of oil to the kettle *automatically* at the touch of a button!

See your nearest CRETORS distributor about early delivery of an "Olympic" or any other CRETORS Model.

Cretors POPCORN MACHINES
since 1885

SALES OFFICES: CRETORS, Popcorn Bldg., Nashville, Tenn. FACTORY: Chicago, Ill. Distributors Coast to Coast
CANADIAN DISTRIBUTORS: Super Puff't Ltd., Toronto • Theatre Confections Ltd., Toronto
Service Confections, Ltd., Winnipeg

or upholstery, apply a piece of dry ice to the deposit long enough for the gum to flake off. A few minutes should be sufficient.

To remove popcorn, use a broom on waxed floors, and a vacuum cleaner on other surfaces.

To remove trash and refuse, detach the vacuum hose from its intake connection, and attach it to the exhaust, using the blowing action to push trash between seats to a central point of collection.

To remove mashed candy on a hard floor, wait until it hardens, and then scrape it off. In small spots on carpets, use alcohol or hot water. Clear warm water in large spots is most effective, feathering out the wet area to make it less conspicuous.

To remove ice cream spilled on carpets, wipe up with a rag saturated with ammoniated water, unless a grease spot has appeared, in which case use a solvent.

To remove beverage spots from a hard surface, mopping up with clear water will suffice, except in the case of marble or terrazze, where immediate action with water is required to prevent permanent stains from developing because of acids. From carpeting, mop up with wet rag and clear water if the job can be done before the spot dries; otherwise, apply hot glycerine and rub with a small, stiff hand brush and wash off with clear water, feathering out to avoid lines of stain.

Cleanliness of the entire concession operation, including the theatre seats and floors, is just as much a matter of preservation of business and materials as it is of pride. Edibles of any kind imbedded in carpeting or upholstering attract mice and vermin.

Dime "Jujyfruits" Set

NEW YORK—A large package of the ever-popular "Jujyfruits" candy is now being offered by manufacturers Henry Heide, Inc., which will sell for 10 cents. The design of the new package is a facsimile of the well-known, small size selling for five cents, which is intended to take advantage of identity built up through the years in the consumer's mind with the product.

The dime-size "Jujyfruits" are available in 24-count boxes and in 100-count cases. According to early reports from the company, the response to date to the new package has been very successful, with the result that it can be depended upon to profitably supplement the nickel item.

W. E. Sala, national advertising director, Dad's Root Beer Company, Chicago, recently told midwest bottlers about the company's 1955 promotional plans.

only
popsit plus
gives you
all these
advantages

Compare these advantages	POPSIT PLUS	BRAND "A"	BRAND "B"
Pure Peanut Oil (most easily digestible vegetable oil)	✓		
Butterlike Flavor	✓		
Requires No Melting	✓	✓	✓
Flash Point Over 650°	✓		
Always Ready-to-Pour	✓	✓	✓
Fries Potatoes, Chicken, Shrimp	✓	✓	✓
Fewer Than 5 "Duds" Per Pound of Corn Popped (average)	✓		
THE SCORE	7	3	3

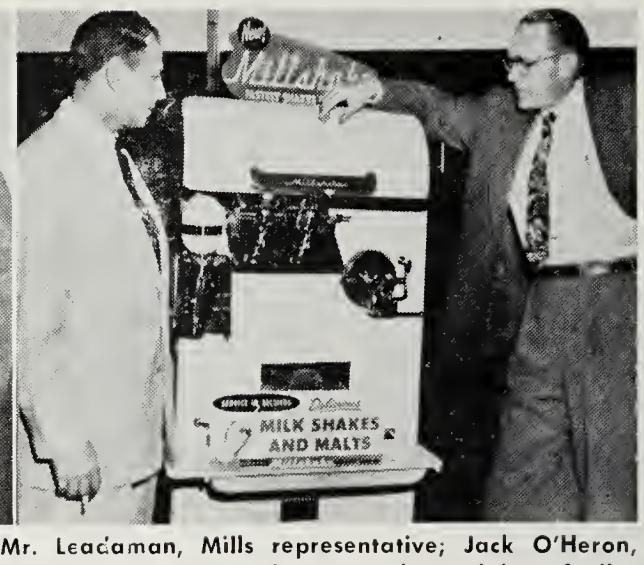
Popsit Plus is the biggest selling popping oil in the entertainment industry — preferred by more theatres, carnivals and outdoor operators because it does the biggest job! The distinctive butterlike flavor sells and resells your popcorn for you. Popsit Plus is the safest of all oils to use, easiest to measure and store — versatile, too, for every frying requirement.

If you haven't used Popsit Plus, you're missing a "sure thing". Arrange for a free trial . . contact your local distributor today!

popsit plus!

It's Digestible! Made Only of Pure Peanut Oil

Liquid Popcorn Seasoning
made by
C. F. Simonin's Sons, Inc.
Phila. 34, Pa.



Mills Industries recently held "open house" at the introduction of their new milk shakes and malt vending machine. Seen, left to right, are Thomas Riggs, president, Mills Industries, and F. L. Jacobs Company; Mr. Seddon, Mills distributor; and Mr. Leadaman, Mills representative; Jack O'Heron, Mills, serving shakes to Derwood Green and Tom Drohan, right, of Lily-Tulip, and Norman Tarantola, St. Louis, and E. H. Brantley, Memphis.

Hobby and Picture Tieups Provide Extra Revenue At Concession Area

NEW YORK—Motion picture exhibitors all over the country have taken to collecting plastic models of airplanes, ships, automobiles, stage coaches, and other vehicles, and all of them report they are making money as a result.

The movie men are not fooling. They are using authentic plastic models made from Revell hobby kits to dress up theatre lobbies and marquees and to use as contest prizes, gifts to radio and TV personalities, and in various other ways.

For instance, Paramount's "Strategic Air Command," starring James Stewart, is getting top promotion in thousands of windows and on counters across the country by the use of Revell models from its "Strategic Air Command" kit.

The models are authentically scaled and have been praised by top Army and Navy officers including General Curtis Le May and Admiral Robert B. Carney.

Revell, with distributors throughout the country, does a fabulous job of cooperating with exhibitors. Displays plugging the tie-in movie are set up in variety, hobby, and toy store windows. News releases, ad mats, and coop. advertising all add to the joint promotions.

The "Strategic Air Command" poster, for example, shows a picture of Stewart examining an authentic plastic model of the Boeing B-47 Stratojet. The text says, "Everyone in my family enjoys building Revell exact-scale bombers." Underneath that in large letters the poster says, "Starring in 'Strategic Air Command,' a Paramount Picture, Color by Technicolor."

Revell plane kits were sold at the candy counter in New York's Paramount during the recent showing of "Strategic Air Command," with brisk sales reported among adult and youth customers.

Other recent Revell tie-ins include "The Annapolis Story" (Allied Artists), "Sabre Jet" (United Artists), "Red Garters" (Paramount), "Genevieve" (J. Arthur Rank), "The Eternal Sea" (Republic), and "Victory At Sea" (United Artists).

Revell is the country's largest manufacturer of hobby kits, including antique and modern cars, ships, planes, stage coaches, and other vehicles, as well as guns and other authentic replicas. Theatre operators who wish to use Revell models can contact their local Revell representative through local stores handling Revell kits, or by writing Henry Blankfort, Revell, Inc., 4223 Ocean Park Avenue, Venice, Cal.

Display Cases Featured

New all-metal display cases with a capacity of 170 packs of regular and king-sized cigarettes are being offered free of charge now to drive-ins by the R. J. Reynolds Tobacco Company. The cases, specifically designed to promote on-the-spot, impulse buying when the patron is likely to have change in his hand, can be attached to the top of all makes of upright cash registers. A convenient feature of the unit is a system whereby the packages are stored vertically and are allowed to slip down and forward by gravity for rapid and easy dispensing by the concessions stand cashier, who is the only person who has access to the item.

Two other units also are being offered by Reynolds without cost to the retailer. One particularly suited to the refreshment stand operation is a Cavalier menu board with space enough to display up to twelve different food selections. Another unit is a highly efficient and useful counter or shelf display case.

Drive-In Offers Novel Concession Attractions

SACO, MAINE—One of the most attractive new concession buildings in the state of Maine is at the Saco Drive-In. When Eugene Boragine took over the ownership in 1948, the Saco had space for 275 cars. Today it accommodates 600. The Saco was the first to be built in the state, and Boragine believes it to be the second in New England. First honors go to the Weymouth, Mass., drive-in, built in 1936, the third in the country.

The new concession building is Boragine's pride and joy. It is placed in the center of the ramp area; previously, he had a wooden building at the extreme right of the theatre. The decor is the outstanding feature. It has huge floral murals painted by Boragine himself, who is a graduate of the Rhode Island School of Design.

There are two two-lane curved counters for serving food and, on weekends, eight persons are on the working staff. Theatre Candy Company installed much of the concession equipment, including the large pizza ovens for making and serving "Family Size Pizzas." There is a Manley Aristocrat machine, a Star Frankfurt steamer, Orange Crush dispensers, and all stainless steel and formica counters.

PROFITS

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NEWS OF THE Territory

BRANCHES

Atlanta

Tom Braun, assistant manager, Florida, Miami, Fla., and Rose Nevels, Florida State Theatres home office, will be married July 23. . . . Sigrid Johnson, secretary, Florida State Theatres, Miami, will be married in September to Al Miller. . . . The Stowe Booking Company, Jacksonville, will do the buying and booking for the Trail Drive-In, Sarasota, Fla., owned by John Hunt. . . . A driverless runaway car plunged over a 22-foot wall with Miss Mamie K. Baker, 73, a veteran employee, Wilby-Kincey Service Corporation, inside. She was taken to a hospital, which reported her condition as good.

J. H. Edwards, new manager, Peachtree Drive-In, transferred here from the Scott Drive-In, Decatur, Ga. . . . A performance by local talent in Nashville, Tenn., was held at the Belle Meade for Edwin J. Jordan, on the occasion of his 15th anniversary as manager. Because of recent illness, Jordan came to the theatre in a wheel chair. Theatre personnel sang greetings while a cake with 15 candles was cut.

In conducting a stepped-up refreshment merchandising program, Florida State Theatres has appointed Norris McCollum as assistant to Bob Harris, head, confections sales department. McCollum was formerly manager, Matanzas, St. Augustine, Fla., and, before that, he was city manager, Dalton, Ga., for Martin Theatres. He is expected to do considerable field work in unifying Florida State's refreshment sales policies.

Gene Garden, shipper, U-I, has moved up to the booking department. He replaces Dan Thomas, who resigned. . . . District manager James Frew, U-I, is back from a trip to Charlotte, and is soon off again to Cincinnati, and from there to Memphis. . . . J. E. Jones, has opened his Swan Drive-In, Blue Ridge, Ga. . . . The stork soon will visit Mrs. Barbara Benson, secretary, U-I. . . . Back from vacations are Betty Rary and Walter McDonald, United Artists.

Fred Young, Atlanta Popcorn Company, checked in after a trip to Alabama. . . . President Ed Stevens, Stevens Pictures, is off on a trip to Florida. . . . Leonard Berch, United World Films, is leaving for a tour of Georgia. . . . Clyde Gross was appointed assistant manager, Wilby-Kincey Service Company. . . . William Timmy, former manager, Noble, Anniston, Ala., moved over to the Rialto, Augusta, Ga., and Arvis Holland is the new manager of the Noble.

Atlanta's 1955 Old Newsboys Day special newspaper sales brought in some $76,000 for the Cerebral Palsy Fund, members of the Variety Club were told at a report luncheon. H. T. Spears, chief barker, lauded volunteers for their work in the drive, and noted that this year's sales were $10,000 over the 1954 total. The Variety Club was co-sponsor of the campaign with the The Atlanta Journal-Constitution. George Hoover, Miami, Fla., international chief barker, was a special guest at the luncheon, he declared the Atlanta tent did an outstanding job, and lauded the spirit of members here.

Mrs. Lillian Parker, recently retired manager, Jacksonville, Fla., was honored by a group managers and home office personnel of Florida State Theatres. She spent 39 years in the industry.

Joan Touchon, daughter of Charlie Touchon, office manager, United Artists, was married to Jerry Hulme. . . . James Matthews, manager, Roxy, Lakeland, Fla., recently built goodwill by boosting the Negro Chamber of Commerce membership drive. When the drive started, the membership was only 30, and when over it had reached 200. . . . Hilda Knight, accounting department, Allied Artists, is back at her desk after a stay in the hospital. . . . John Kirby, southern district manager, 20th-Fox, is back after a trip to Jacksonville. . . . L. K. Jackson, 20th-Fox accounting department, is back at his Jacksonville branch after a visit to Atlanta.

Alfred Starr, chairman, executive committee, Theatre Owners of America, and national chairman, Committee Against Pay-As-You-See TV, at a meeting in Nashville, Tenn., said that Commander E. F. McDonald, Zenith Radio Corporation, has dreams of the sweet music of people dropping $20,000,000 in silver coins into their television nightly. Starr said that McDonald has made misleading statements to the press, radio, and television.

Charlotte

Bandits held up the North 29 Drive-In for $152, and fled in a stolen automobile, which police found abondoned later. Walter Kinzie was helping out as a ticket taker; the cashier, Mildred Sims, wasn't aware of the holdup until later. The ozoner is owned by Dixie Drive-In Theatres, Atlanta.

Howard Burnette, shipper, Paramount, and Juanita Adelaide Blanchard were married. . . . J. E. Moore, owner, Skylite Drive-In, Granite Falls, N. C., wants to sell the situation. The ozoner is the largest in Caldwell County. Anyone interested can get in touch with Moore at the drive-in, or at Granite Electric Company, Granite Falls, N. C. . . . W. G. Fussell, owner, Wonet, Bladenboro, N. C., has turned the house over to Queen City Booking Agency to do the buying and booking. . . . Sam Bogo has closed the Leesville, Leesville, S. C.

A. B. Huff, Paramount, Kinston, N. C., has acquired the Leaksville Drive-In and the Eden Drive-In from Tri-City Theatres Company. . . . Dave Williams, IFE salesman, returned to his office after being out sick for several days. . . . Jim Couey, booker, 20th-Fox, and Mrs. Couey have returned from a vacation at Wrightsville Beach. . . . Virginia Porter, booker, Columbia, returned from a vacation at Myrtle Beach, S. C. . . . Louise Turner, cashier's department, 20th-Fox, returned to work after a leave of absence. She is the proud mother of a boy. . . . Warners employees Betty Bartlam, Mary Klouse, and Frances Webb have returned from vacations. . . . Frances Woolen, former Warners employee, has gone to work for Sandy Film Exchange.

The WOMPI June meeting was held at Thacker's Restaurant. The next WOMPI fund-raising project will be box supper at Freedom Park, June 30. A recent sewing party, making smocks for the girls at the Crittenton Home, was very successful.

A children's show, under the sponsorship of the Parents League, was held at the Visulite, a starter to keep the children happy during the summer months.

Mrs. Dorothy Mitchell, MGM, was on vacation. . . . Martha Roberts Brown, daughter of Mrs. Margaret Brown, secretary to Jack Reville, manager, MGM, finished High School and has already launched her career with Doc Theimer and Bill Talbert, Piedmont Promotions. . . . Mrs. Violet Wister, Screen Guild, accompanied by her mother, dad, and sister, spent several days in Washington.

New student bookers at MGM are Herbert Peake and William Walker. . . . Miss Shirley Gibson is a new employee at Screen Guild. Her title is booker's stenographer.

Daisy Murphy is the new assistant cashier, 20th-Fox. She will assist Mrs. Mildred Warren, cashier. . . . Jo Williams, U-I, was on vacation and also celebrated her birthday. . . . Miss Starr Carriker, assistant to Sam Sanders, booker, Paramount, and Harry Connell were married. The girls of Paramount gave a luncheon in her honor. . . . Howard Burnette, shipper, Paramount, was married. Mrs. Helen Brunson, Wilby-Kincey, has returned to her desk after a long weekend trip to New York. . . . Mrs. Mildred Warren, cashier, 20th-Fox, is having her home remodelled. . . . Jake Neil, head booker, Paramount, and his wife, Lois, inspectress, were planning to spend their vacation in Havana, Cuba.

Mrs. Stella Lavander, boxoffice clerk, Paramount, will spend her vacation in Bermuda if plans go well. . . . Al Duren, branch manager, Paramount, was visiting in Charleston, S. C. . . . Many of the branch managers, salesmen, and exhibitors took advantage of George Carpenter's hospitality on the annual jaunt he gives them this time every year in Linville, N. C. Carpenter has the Colonial Theatres, Valdese, N. C. Linville is in the heart of western North Carolina where the scenery at this time of year is in its zenith.

Jacksonville

S. C. Meyers, president, Tropical Drive-In Corporation, turned over the Normandy Twin Outdoor, with a 1,400-car capacity, to John F. Murphy, vice-president, Loew's Theatres. The only personnel change made was James Carey, formerly of Evansville, Ind., replaced C. H. "Danny" Deaver as manager. Tropical gave a bonus party for its former employees. Murphy said, "Loew's is very pleased to be coming into Jacksonville."

Variety Tent 44 has designated its charity as the Blind Children's Foundation, and the first major effort to focus public attention on the charity and to raise funds for it will center around a Rotary Club benefit ball at the George Washington Hotel on July 15. Fred Hull, MGM branch manager, is spearheading the drive for Variety. The ball will be formal, costing $25 per couple, and it is expected to attract support from the city's outstanding civic leaders.

WOMPI executive board members and officers gathered for an afternoon tea at the home of president Janice Claxton. . . . The staff of the MGM branch office journeyed to the Oasis, Ponte Vedra Beach, for an annual get-together outing. . . . A covered-dish luncheon was prepared by the women of the home office of Florida State Theatres and served in the conference room to honor French Harvey, Robert Heekin, and Jessie Green on their birthdays.

Kenneth Barrett, FST real estate manager, and Mrs. Barrett were to attend ceremonies at Fort Slocum, N. Y., when the army planned to name a building Barrett Hall, in honor of Barrett's brother, the late Colonel Myron K. Barrett. . . . Flora Walden vacationed from her secretarial job at FST. . . . Teresa Pagonis joined the FST home office staff as a receptionist. . . . Helen Dublinsky, U-I staffer, was on her annual leave. . . . Marilyn Bradham resigned from U-I and left for Arkansas to marry Robert Geiger.

A newcomer in the industry here is George Earp, a former Nashville, Tenn., theatre man. . . . Another newcomer is Willie Catherine Heath at U-I. . . . Off for a summer trip to New York and other points was Louis J. Finske, incoming president of FST. . . . LaMar Sarra, FST vice-president, made a whirlwind tour of the state. . . . FST executives French Harvey and Robert R. Harris returned from south Florida. . . . Red carpet sneak previews of "The Seven Little Foys" were staged in nine key theatres of Florida, reported Ed Chumley, Paramount branch manager. . . . Dick Regan, Paramount office manager, joined the vacationists. . . . Jimmy Hobbs, Atlanta, was here on Allied Artists business.

No one here has exceeded Carl Carter, Ribault Drive-In, in the booking of a lengthy Saturday midnight horror show. His latest one ran from midnight to dawn. . . . The booking of "Davy Crockett" at the Palace turned the theatre from a haven for adult action fans into a rendezvous for enthusiastic tots and teenagers, reported manager George Krevo. . . . H. M. "Addy" Addison, Jr., returned to Daytona Beach after a United Artists promotional assignment carried him abroad to Zurich, London and Rome. . . . Virginia Barrett, daughter of Ken Barrett, FST real estate manager, is a new FST home office staffer. . . . Carol McCutcheon vacationed from FST.

A new bride is Pat Tufano, United Artists booker, who left for Nassau, on a honeymoon with husband Leonard Carlos Thomas. . . . On vacation was Pat Mimbs, George Krevo's secretary at the Palace. . . . Pete Hillman, Florida State Theatres booker, drove his family to New York State for a vacation. . . . At an Air National Guard camp in Georgia was Harry Clarke, FST worker.

French B. Harvey, FST exploitation manager, went to Miami on business. . . . Distributors here from Atlanta included John Jarvis, IFE, and Byron Adams, United Artists. . . . T. P. Tidwell invited a large group of exhibitors to the trade screening of 20th-Fox's "The Seven Year Itch," including Marshall Fling and George Bradley, Jacksonville Theatres; Glenn Gryder, Talgar Theatres; Betty Loop, Atlantic Drive-In; Bill Beck, Five Points Theatre; Sheldon Mandell, St. Johns Theatre, and the booking staffs of FST and the ABC Theatrical Enterprises.

New Orleans

20th-Fox personnel, including William Briant, manager, Jerry Kennedy, office manager, and salesmen Harry Rosenthal, Tommy Neely, Jr., and Joe Siver, attended the company's sales convention in New York. . . . Warners home office officials William Miranda, John Kirby and Bernard Goodman, New York, and district manager W. O. Williamson, Jr., Atlanta, met here at the Roosevelt Hotel for a one-day sales conclave with the local staff, under manager Lucas Conner, office manager Gus Trog, and salesmen, R. A. Boykin, Charles Varnado, and Edward Fitzgerald.

Theatres Service Company buying and booking representatives for the Round-Up Drive-In, Lake Charles, La., advised of its closing for at least a three week period. It is a unit of Southern Amusement Company. . . . Miss Anabel Thomas closed the Dome, Hattiesburg, Miss., for the summer. She plans to resume operation in early September or soon after the school holidays. . . . Paramount Gulf Theatres closed the Alamo, Vicksburg, Miss. . . . The Milton, Milton, Fla., a Fred T. McLendon house, now boasts of a seamless wide screen. Heywood Hanna is the manager. . . . N. Solomon Theatres McComb, Miss., headed by T. G. Solomon, have named Glen DeFallo city manager, their Clarke and Baker Grand, Natchez, Miss. He will be assisted by his wife. Previously the DeFallos held the reins of the circuit's Palafox Drive-In, Pensacola, Fla.

Jean Davis, secretary to United Artists office manager Elizabeth Bacon, resigned. Janice Bodin takes over for her. . . . Exchange personnel off for their vacations are Janis Birggren, UA cashier, Elizabeth Mann, 20th-Fox, and Republic's ledger clerk, Jeanette Rownd.

The recent newcomer at the home of the Jimmie Tringas family, Fort Walton Beach, Fla., is a baby boy. . . . L. C. Montgomery, president Bri-Mont Buying and Booking Company, advised that Levon Ezell, Pascagoula, Miss., will handle the buying and booking for the Ritz and Pix there, which was previously done by his organization. . . . James Watts closed the Palace, Rodessa, La. This leaves the town without a theatre. However there are two drive-ins nearby. . . . W. D. Conrad, New Iberia, La., is the new owner of the Scott, Scott, La. . . . Jack Webb will be in on August 2 to toot his new starrer for Warners' "Pete Kelly's Blues," to be accompanied by Richard L. Breen, the screenplay's writer, and other staff members.

The Hi-Way Drive-In, Bay St. Louis, Miss., closed. For the past year it was operated by Mr. and Mrs. Neilius Rhodes. . . . Clara Cote, Paramount Gulf, is off to Key West and Miami, Fla., for a vacation. . . . G. Y. Harrell, Jr., manager, Manley, Inc., is back from a business tour in the territory. . . . Leroy Benton, shipper, Warners, and family spent part of vacation-time looking over home sites in Kenner, La. . . . It was annual picnic time for United Artists personnel from manager down, who chartered a special bus to carry them to Twin Oaks on the shores of Lake Pontchartrain for a one day outing. . . . Work is progressing rapidly on United Artists' new office building.

Florida

Miami

Mrs. Mitchell Wolfson, wife of the Wometco co-owner, was reelected president, the Symphony Club of the University of Miami. Mrs. Richard Wolfson, wife of the head, Wometco legal department, was elected treasurer for another term. . . . Harold Cook is new as assistant, Tower. . . . Vacationers included Elmer Hecht, Wometco district manager, and Gadsden Lewis, Wometco construction department, who was headed for a family reunion in Colorado. . . . George Aylesworth, Wometco relief manager, took off for a vacation in northern Michigan.

At a recent meeting, the Pompano Beach, Fla., city commission asked the city attorney to check into the legality and possibility of having a law passed which would regulate the closing hours of drive-ins, especially on weekends. This proposal was protested by Levy Overton, part owner and manager, Pompano Drive-In, who said such a law would be discriminatory. The suggestion was made by the commissioners in an effort to curb juvenile delinquency in the area. Overton said that if they were to "make me close my theatre they would have to close any other place which is open at night to youth. A theatre provides a recreation outlet for youth and a place for them to go."

James Austin, projectionist, Park, Tampa, Fla., became the father of a seven and one-half pound daughter, his first child. . . . Dan Smith, assistant manager, Park, Tampa, Fla., has moved into his new home. . . . Jack Fink, manager, Park, Tampa, Fla., was planning a tour of the west for his June vacation. . . . Alice Terrell, assistant, Grand, West Palm Beach, Fla., was recovering from surgery.

NEWS OF THE Territory

BRANCHES

Cincinnati

Fess Parker and Buddy Ebsen virtually turned the downtown area topsy-turvy as thousands of youthful Davy Crockett fans stormed the department store and the Palace, where Parker made personal appearances. More than 80 city and private police were required to maintain a semblance of order among the coonskin-capped youngsters.

Houses of the Chakeres Circuit, Greenville and Sidney, O., are being remodeled, with formal re-openings coming up soon. . . . Merchants in many cities where Chakeres houses are located are cooperating for big July Fourth community celebration; where possible, there will be elaborate fireworks displays at drive-in locations. . . . Paul Pine replaced George Kealing, who resigned, as manager of the Chakeres house in London, O. . . . Russ Brown is handling the Melody Cruise-In, Springfield, O., while Oliver Hall, manager, is convalescing from an illness.

Joan Abrose, daughter of James S. Abrose, Warners branch manager, was married to James R. Kerr in the First Presbyterian Church, suburban Westwood, with a reception following at the Cincinnati Club. Many Film Row officials were present, and among the out-of-town guests were Mr. and Mrs. Phil Chakeres and Mr. and Mrs. Ray Frisz, Springfield.

Away on business in West Virginia was Milton Gurian, Allied Artists branch manager. . . . George A. Kirby, Republic branch manager, went to Columbus and Springfield, O. . . . Robert McNab, 20th-Fox branch manager, and the local sales staff attended the company national sales meeting in New York.

Numerous recent advance screenings have enabled area exhibitors to get a look at many of the films scheduled for releases during coming weeks. . . . An extensive face-lifting job is being done on the downtown Royal, the city's oldest movie house, owned by Associated Theatres, Frank W. Huss, Jr., president. . . . Construction on two drive-ins in northern Kentucky is being rushed for early openings. They are at Manchester, C. B. Saylor, owner, and the Erwine, Frank Carnahan, owner.

Frank Mandros, exhibitor, Cabin Creek, W. Va., who has been ill with a heart condition, was reported convalescing nicely. . . . Jack Kauffman, former 20th-Fox sales manager, is now a booker for Jack Needham, Columbus, O. . . . Violet Wagner, former U-I clerk, and Carl Zimmerman, Jr., were married. . . . Vacationing were Mary Edwards, MGM biller; Mary Carnes, Paramount clerk; and Bess Wiener, U-I inspectress. . . . Betty Turner, Paramount booker, returned after a month's leave of absence.

Cleveland

Mrs. Caroline Wright, wife of Dick Wright, SW district manager, received her master's degree at Western Reserve University graduating exercises. For the past two years, Mrs. Wright has been teaching in the Cleveland Heights school system. . . . Two offspring of well-known local industry men also completed their college courses. Norton Greenberger, whose father owns the Cedar-Lee, was graduated from Yale cum laude. He will enter Western Reserve University School of Medicine in the fall. The other outstanding student is Sally Wein, daughter of John C. Wein, business manager, Locals F-5 and B-5, who graduated from Baldwin Wallace College and is listed as a member of four honorary societies. She will continue her studies at the Ohio State Law School.

M. B. Horwitz, head, Washington Circuit, returned this week from a four-week European vacation that included Israel. . . . Jack Lewis, RKO salesman, is still wearing the scars of his recent bout with poison ivy. . . . Friends of Jack Share learn that following his resignation from the United Artists sales staff he joined Moe Dudelson's TV sales organization, Detroit. . . . Peter Wellman, owner, Wellman and New Mock, Girard, O., is a patient in Northside Hospital, Youngstown, O., where he went for a complete check-up. . . . Lou Blumenfeld returned to his booking desk in the Skirball office after a two week absence, to take treatments for arthritis.

Frank Masek, National Theatre Supply manager, is back from Arizona and his first vacation in four years. . . . The bookers were the only males left at 20th-Fox when Tom McCleaster, district manager; I. J. Schmertz, branch manager; and salesmen Ray Schmertz, Sam Lichter, and Manny Glick attended a company sales meeting in New York. . . . A daughter was born to the wife of Stillman manager Frank Manenti. . . . Harry Rice, Columbia field publicity, has been promoting "It Came From Beneath the Sea," which had its midwest premiere at the Rivoli. . . . Herbert Ochs, head, Ochs drive-in circuit, left for a business trip to Florida. . . . Nat Lofton, who retired from the independent distribution field ten years ago, reports he is in good health after a serious illness in Hawaii last winter.

Ron Balaam, Screen Advertising, Toronto, Canada, was in town. . . . Jay Schuktz, son of the Allied Artists franchise owner, Nate Schultz, is working in the exchange during his summer vacation from the Wharton Business School. . . . Earl Brown's deal for the sale of the Windsor, Canton, O., fell through. He is still operating the 550-seat subsequent-run house. . . . Leo Burkhard, owner, Crest, Crestline, O., is making satisfactory recovery from recent surgery. . . . Tom Scott, owner, Scott, Archbold, O., and his family recently enjoyed a busman's holiday when they attended Archbold Day at the Toledo Zoo. Like other pleasure seekers, they were snapped eating popcorn. . . . Fred Lentz, former manager, Paramount, Toledo, has been appointed general manager in charge of Al Boudouris' circuit of drive-ins, with headquarters in Lucasville.

Detroit

Allied Theatres of Michigan has approved a new membership plan which will allow exhibitors to join on a uniform dues plan. Exhibitors who do their own booking are requested to join Allied by paying their dues either monthly or quarterly. Collections are also being made each week through the booking facilities of Co-Operative Theatres; Carl Buermele, General Theatre Service; William Clark, Clark Theatre Service; Clive Waxman, Independent Theatre Service; Floyd Chrysler and Lou Mitchell. According to Ernest T. Conlon, Allied executive secretary, new reduced rates will make it easier for exhibitors to join Michigan Allied.

The Detroit Variety Club is sponsoring a golf party at the swank Tam O'Shanter Country Club. Milton Zimmerman, Zimmerman Theatres, is on the club committee. A new Buick Riviera hardtop will be one of the many prizes given away. . . . Allied Theatres of Michigan is planning to hold outstate regional meetings by exhibitors to bring a special message regarding unfair film rentals to all in the motion picture business. Allied will hold a board meeting next month to discuss outstate regional meetings.

A nickelodeon, the first ever shown in a movie theatre, was displayed in the Jewel, Mount Clemens, Mich., in honor of pioneer exhibitor Robert G. Peltier, 82. Peltier opened Mount Clemen's first movie theatre 50 years ago. It was called the Bijou. Since then it has gone through a series of extensive renovations and is now leased to Community Theatres of Detroit, headed by Adolph and Irving Goldberg.

"Amateur Night" is returning to Detroit for three weeks when nine neighborhood United Detroit Theatres and station WXYZ inaugurate a city-wide "Search for a Star." The theatres will hold weekly talent nights to pick nine finalists for the major contest. That will be held in the Michigan, according to Harold H. Brown, United Detroit Theatres president. Awards for the "star" include a 13-week contract with WXYZ-TV and an expense-paid trip to New York for two.

Irving and Adolph Goldberg, Community Theatres, are allowing the Lutheran Churches of Detroit to use their Bel-Aire Drive-In for outdoor church services. The Bel-Air, one of Detroit's most modern and beautiful outdoor theatres, holds more than 1,000 cars. Over 18 churches will participate in the huge outdoor church service on July 3. . . . The Big Pavilion, Saugatuck, Mich., a summer resort center, is joining Co-operative Theatres of Michigan according to Mrs. Evelyn Phillips, who will be in charge of booking.

Mrs. Estelle Conlon, wife of Ernest T. Conlon, died recently after illness. Conlon, executive secretary, Allied Theatres of Michigan, has been active in

theatre affairs for many years. His wife participated actively in many conventions and meetings sponsored by Allied. . . . Motion picture film, 9,475 feet of it, was cut out of 420,500 feet submitted to the Detroit Censor Bureau during the month of May. The major portion, 8,500 feet, was cut from American film. Censors also made 33 visits to individual theatres to inspect the type of advertising used.

Ben J. Robins, operator, Alhambra, and former branch manager, U-I, has opened his new General Custer Drive-In, Monroe, Mich. Paul Fields, Brighton, Mich., will be manager of the new 1,000-car airer. . . . Fred DeLodder, Jr., president, Cooperative Theatres of Michigan, has returned from a Florida vacation. . . . William Clark, Clark Theatre Service, has returned from a Wisconsin hunting trip. . . . Clarence Williamson, manager, National Theatre Supply, is back from a California visit.

Pittsburgh

Inez Mallory, former operator, Palace Union City, was hospitalized and had surgery performed at the Jamestown Hospital, Jamestown, N. Y. . . . Andy Semon now is working at the Sharon Steel Company, besides operating his Ritz, Sharpsville, Pa. . . . Guy Pauley, former drive-in operator, will soon open a new ozoner with his son, John Edward Pauley, as assistant manager. . . . Hymie Wheeler has resigned at Screen Guild, and will join United Artists covering the Erie and mainline territories. . . . Gray Barker, Clarksburg booker who handles 29 theatre accounts, has acquired a new secretary, Miss Carolyn Freeland. . . . Town and Country Drive-In, Morgantown, W. Va., was recently dismantled and moved to another location. . . . Ralph Shadley opened his Academy, Meadville, after a fire that caused $25,000 damage. The theatre was closed several weeks for a complete overhauling.

Lee Conrad, Park, Meadville, journeyed to Johnstown, Pa., to visit his son's family. . . . Charlie Bick, former manager, Dipson, Erie, and now in TV production, and Miss Helen Sayre will be married in July. . . . Tom A. DeSchantz, Regent projectionist, passed away recently at the Columbia Hospital. . . . Pat Olen, Columbia telephone operator, was married to Joseph Pinneri at St. Rita's Church, Whitaker, Pa. . . . Alice Ziegler, Variety Club secretary, was in Shadyside Hospital for a checkup.

Sid Soltz, son of theatre owner Jack Soltz, has been ordered to take a long rest after being treated at Montefiore Hospital. . . . Sammy Speranza, who recently left the Warner circuit to go into the novelty business, is local chairman of the Olympic Fund Drive. . . . W. E. Anderson, veteran Mt. Jewett exhibitor, has closed his Palace, Mt. Jewett, and unless business improves will close also his Eldred and Sandy Lake theatres. . . . The Olympic, Verona, is closed for renovation and for installation of a wide screen. . . . Tony Iarussi, former Lyric, Erie, operator, is now in the booth at the Aris, Erie. . . . Pete DeFazio, Paramount, Erie, and mainline salesman, won a prize of $1000 for his work when he traveled the Indianapolis territory. . . . The Milheim, Milheim, has closed for the summer. Meanwhile, Drew Kolb, operator, has installed a TV line covering the area and is now working very hard at this new enterprise. . . . Mario Battiston has closed his Ritz Export for the summer.

Guy and Harold Christy, Palace, Conneautville, are working hard to keep their theatres open. . . . "Barrel Number One," a 29-minute black-and-white film, will be released for public showings in October, at the beginning of Oil Progress Week, to Pittsburgh area exhibitors. . . . Claire Nederberger has taken a leave of absence from RKO, where she has been the head booker for the past 17 years. . . . Mrs. Harry Rachiele, wife of the theatre owner, fell and suffered several cracked ribs. . . . Frank King, Fulton manager, was vacationing, and Bernie Hickey, former manager, stepped into his old post.

Moore Theatre Service will do the buying and booking for the Echo Drive-In, now being built on Route 51. . . . John Coussoule is now managing the Super 422 Drive-In for the Manos circuit. . . . Jim Naughton, National Carbon representative, and his wife have adopted a baby daughter named Judith. . . . Lee Conrad tied up several department stores with his showing of Walt Disney's "Davy Crockett, King of the Wild Frontier," at his Park, Meadville.

Ohio

Columbus

Joseph Stephen Griggs, 54, died following a heart attack. He was projectionist, Garden, and is survived by his widow, a daughter, a stepdaughter, and seven grandchildren. . . . Dean Myers, assistant theatre editor, and radio and television editor, Columbus Dispatch, resigned, effective August 1, to join the J. Walter Thompson advertising agency in New York. Robert Connors will succeed him. . . . The proposed 1200-car underground garage at the State House, in the center of the theatre district, was approved by the Ohio House of Representatives. The Senate passed the bill earlier.

A poll conducted in Columbus by Elmo Roper and Associates revealed that the majority is opposed to toll-TV. . . . Davy Crockett, Dayton, O., descendant of the original frontiersman, appeared in the lobby of the RKO Palace during showing of Walt Disney's "Davy Crockett, King of the Wild Frontier." . . . Robert Sokol, manager, Loew's Broad, is vacationing in Washington. . . . Harold Martindale, painter, Loew's Ohio and Loew's Broad, planed to San Francisco to see his son.

Four Catholic lay groups of the diocese lodged strong protests with the Academy circuit against the showing of RKO's "Son of Sinbad," condemned by the Legion of Decency but approved by the industry's Production Code authority, which opened last week at eight neighborhood houses and four drive-ins. The groups singled out the Academy Circuit, but the film was shown also at two of Fred Rowland's theatres and at drive-ins operated here by Frank Yassenoff. A letter from Mrs. Frank H. Vogel, president, Diocesan Council of Catholic Women, asked Leo Yassenoff, Academy circuit, to cancel the showings, which were held as scheduled. Ads for the attraction carried the statements: "'Son of Sinbad' has the seal of approval of the motion picture production authority," and "Not recommended for children." The Catholic Times also editorially called for a boycott of theatres showing "Son of Sinbad" not only during this attraction but for all subsequent pictures.

Final Hearings Set On Censorship Bill

COLUMBUS — Opposing forces on Ohio film censorship met before the Senate Education Committee in the final week before the scheduled June 23 adjournment date for the legislature. Final hearings on the bill, backed by Governor Lausche's administration and approved by the House of Representatives, were scheduled for June 21.

Norman Nadel, theatre editor, Columbus Citizen, took issue with a statement by Rep. James P. Kilbane, Democrat, Cleveland, that "a lot of objectionable movies had been shown in Ohio" since the present law became ineffective because of court decisions. Most Ohio exhibitors are responsible citizens and have not shown objectionable films," said Nadel. He added, "You cannot say that one field of expression should be censored and another should not."

Rep. Edmund James, chairman, House Judiciary subcommittee which drafted the censorship bill, castigated the Ohio censor board for its "star chamber" proceedings in the past. He said the board acted erroneously on many occasions. He criticized the $3 per reel fee as "excessive," and said that the proposed bill would save the industry some $200,000 per year. James praised cooperation of the film industry in the House committee hearings, singling out John Harlor and Harry Wright, MPA attorneys, and Robert Wile, secretary, Independent Theatre Owners of Ohio, for special praise.

Sen. Mosher said his chief objection to censorship is that it shifts responsibility from parent, exhibitors, producers, and the public to a "politically-appointed" board as guardians of morals.

Rev. A. W. Wright, pastor of the First Presbyterian Church, Columbus, said the Presbytery of the Columbus area voted to urge film censorship but not necessarily the bill under discussion. Robert Newlon, Columbus attorney and legislative representative of the Ohio Council of Churches, said the council favors censorship as a "proper exercise of the state's police power." Rep. Andrew Putka and Rep. Harry Corkwell, two of the bill's co-authors, urged the Senate committee to report the bill favorably. Mrs. John Phillips, Columbus, chairman of the legislative committee of the Child Conservation League, and Judge Clayton Rose of Franklin County Domestic Relations Court, urged passage of the bill.

NEWS OF THE Territory

Chicago

The long court fight over "The Miracle," an Italian film banned by the police censor board, is now before Judge William J. Touhy, having been referred to him by Judge Harry M. Fisher, who disqualified himself from the case. Fisher heard the first suit, brought by the American Civil Liberties Union, which sought an injunction against the censor ruling, and he decided against ACLU, which took the suit to the Illinois Supreme Court. The court decided that the only ground for censorship was "obscenity," and referred the case back to the lower court for a decision by Judge Fisher. In the event that Judge Touhy rules negatively, ACLU attorneys believe that the way will be opened to challenge the entire film censorship setup in Chicago.

Stanford Kohlberg acquired the remainder of a 20-year lease on the Starlite Drive-In and will go ahead with further improvements and innovations. . . . Frank Young, 20th-Fox office manager, vacationed in New York. . . . Lee Norton closed his Grand, Sullivan, Ill., probably for the summer. He also owns the nearby Sullivan Drive-In.

The board of directors, Allied Theatres of Illinois, received a report from the local Committee Against Pay-As-You-See TV concerning the efficient way it had enlisted opposition letters to the FCC before the June 9 deadline. The committee secured the support of many civic and business groups.

Maurice Robbins, Huntington, Ind., purchased the Tri-Way Drive-In, Plymouth, Ind., from Manny Marcus and Marc Wolf. Dave Battas, Tri-Way manager, was transferred to the Ski-Hi Drive-In, Muncie, Ind.

Jack Kirsch, president, Allied Theatres of Illinois, suggested to general sales managers of the distributing companies that they grant broad and complete local autonomy to branch managers in their dealings with exhibitors on all film matters, to help alleviate some of the tension between exhibition and distribution. Kirsch's board of directors unanimously concurred. . . . Frank L. Heuser, 70, projectionist on the union retirement list, died, leaving his widow, a son and two daughters. Interment was in Queen of Heaven Cemetery, Hillside, Ill.

U. S. Senator Estes Kefauver (D., Tenn.), whose committee is investigating juvenile delinquency, did research from a limousine in front of the Woods, where a boisterous line of teen-agers was waiting to attend "The Blackboard Jungle." . . . Assistant manager Robert Rogers reported that robbers broke into the Logansport, Ind., Drive-In, and took $1.32 from a desk drawer when unable to open the safe.

As an inducement to have parents attend McVicker's showing of "This Island Earth," a picture with appeal to youth, children will be admitted free when accompanied by adults, if they have purchased a certain brand of cookies and present the box top. . . . Chicago, with over three million population, had but nine first-runs at a time when Kansas City, with an estimated 800,000 residents, had 14 new pictures.

The COMPO National Audience Poll was endorsed by the directors, Allied Theatres of Illinois who called upon members and other exhibitors in the state to give their fullest cooperation to secure wide public acceptance. . . . Frisina's Skyview Drive-In, Litchfield, Ill., completed installation of a 40 by 90 panoramic screen, together with other improvements. . . . S. J. Gregory, president, Alliance Amusement Company, gave a dinner to further plans for the new St. Andrews Orthodox Greek Church, under construction in the northern section of the city. . . . Ed Brown, Elco manager, Elkhart, Ind., was announced the outstanding manager of the year by the Indiana-Illinois Theatres. He was presented with a $300 check at a meeting of company officials and managers.

Allied Theatres of Illinois will elect officers and directors at a luncheon at the Blackstone Hotel, June 29, on the occasion of the organization's 25th annual meeting. . . . Hans Balle will omit Wednesday and Thursday showings at his Roxy, Pecatonia, Ill., during the summer.

Quick-wittedness on the part of Harry L. Odendhal, Roosevelt manager, and a veteran of B and K, prevented a possible panic in the theatre, packed with 1,500 patrons, when unidentified persons, or person, let off choking stench bombs. These were in the form of capsules strewn in the aisles which, when stepped on, released gas. Odendhal took the stage, assured the audience there was no danger, and announced that return passes would be given out as they left. Police found one of the stench capsules unbroken and took it to the crime laboratory.

Newest additions to the membership roster of the Allied Theatres of Illinois are the Calo and Palace, Chicago, the Avon, Peoria, Ill., the Wanee, and the Wansee Drive-In, Kewanee, Ill. The Avon, Calo, and Palace also joined the Allied buying and booking department. . . . Jim Gorman, Loop manager, vacationed with his family in Arizona.

Two anti-trust suits for $300,000 each, which had been pending in Federal Judge Hoffman's court since 1952, were settled out of court for undisclosed sums. The suits had been brought by the Geneva Theatre Corporation, on behalf of its Geneva, Geneva, Ill., and the Sun Theatre Corporation, for its Wheaton, Wheaton, Ill. The plaintiffs contended, through the theatre attorneys, Simon and Collen, they had been deprived of access to early runs.

Sig Holloway, operator, Old Apple Blossom, Hardin, Ill., for several years, until he sold the theatre, died at Hardin. Survivors are his widow, two sons, and two daughters.

The growing Filmack Trailer Company took on 3,000 square feet of space in the adjoining Exhibitors' Building to make space for live-action studios. . . . Gene Beckman, National Screen Service salesman, is better after treatment at an Alton, Ill., hospital. . . . The Glen, Quincy, Ill., a Dickinson Operating Company house, will be reopened in the fall.

Variety Club members and their wives will have an outing July 8-9-10 at the Schwartz Hotel resort, owned and operated by their fellow barker, Bill Geftman, at Elkhart Lake, Wis. . . . Bernard Nagle, with B and K since 1931, is relieving at the Lakeside while manager Jack DeWiggins is vacationing with his wife in New England, visiting relatives.

A young man in the Army Air Force was awarded $5,000 damages by a Superior Court jury for false arrest by two city detectives, who took him from his home, claiming he had committed a robbery at the World Playhouse. . . . C. B. Simmons is closing his Star, Newton, Ill., on Tuesdays and Wednesdays, except for special occasions. He will make no changes at his Fairview Drive-In, where business has been good.

Chuck Walters, MGM director, was a nightly visitor to "The Tender Trap," getting the "feel" of the stage play before he starts directing the movie version. . . . O. H. Bastian closed his Main, Stockton, Ill.

George Hunter, 65, Frolic staff, had a slight stroke following an operation a few weeks ago. . . . The Idaho, Sumner, Ill., closed until fall. . . . Charles P. Lansky, former night manager, Astor, returned to fill in for night manager Harry Lambert, who is on vacation.

Will Burk, RKO auditor, came for conferences. . . . John Field, Frolic manager, carries on with his duties even though his arm has been in a sling since April 14, when he tripped on a curbing getting into his auto.

Stanley Dombroski, 26 years with the Schoenstadt Circuit, was appointed Halfield manager. . . . Danny Newman, Astor owner, will return in July from several weeks in Israel, where his wife, Dina Halpern, stage star, had a most successful season with plays in which she appeared and directed.

Phil Higgins was named Harper manager. He had previously managed the Boulevard until it was leased by the Schoenstadt's for a ballroom. . . . Edith Mann, secretary to Nat Nathanson, Allied Artists branch manager, honeymooned in Florida.

Stanley Leseritz, veteran with H and E Balaban, was rewarded with managership of the Esquire. Al Holec, who had managed the house for years, resigned to enter the restaurant business in Phoenix, Ariz. . . . Harold Mirisch, Allied Artists vice-president, tarried here on his way to the coast.

Dallas

Interstate Theatres have inaugurated at all of their theatres movie discount cards for boys and girls 12 through 17 years of age. The cards, obtainable at any theatre, must be filled out and signed by parent or guardian to certify age. They are good for one year after presented in person at any Interstate theatre and payment

of $1. The bearers then save up to 50 per cent every time they go to the movies. When the regular price is 60 cents, the movie discount card admits bearers for 35 cents; 65 cents for 40 cents; 85 cents for 45 cents, etc.

Denver

Frank H. Ricketson, Jr., president, Fox Inter-Mountain Theatres, announced several city manager changes. Lloyd Boreing, formerly city manager, Atlas Theatres, Lamar, Colo., has been made city manager, Ft. Collins, Colo., where he succeeds Robert Pennock, who moved to Billings, Mont., as city manager, taking over the post vacated by the death of Don Sheedy. Melvin McLeod, assistant manager, Sidney, Neb., was moved to Delta, Colo., as city manager, succeeding Neil Ross, who resigned. Ross had been scheduled to go to Las Vegas, N. M., as city manager, but decided against the move. Ed Doty, city manager, Las Vegas, was moved to Pocatello, Idaho, succeeding Ralph Roe, who moves to the Fox, Aurora, Colo., taking the place of Keith May, who moves to the Fox, Sterling, Colo., succeeding Lewis Boucher, who resigned.

Robert Bode, National Screen Service salesman, and his wife are vacationing in Wisconsin. . . . Howard Deitz, Loew's vice-president, was in to start the ball rolling for the world premiere of "Guys and Dolls." . . . Harold Wirthwein, Allied Artists division manager, was here to confer with Jack Felix, branch manager, after which the two took off for a business trip to Salt Lake City. . . . Kenneth L. Chism, Mines, Idaho Springs, Colo., bought the interest of his partner, Paul Allmeyer, in the house. . . . Marvin Goldfarb, Buena Vista district manager, named Paul Back as salesman for the Des Moines and Omaha territories.

Atlas Theatres closed the Unique, Gunnison, Colo., to add CinemaScope and to make other improvements, after which it will be reopened as the West. . . . Hal Fuller, owner, Dimension Pictures Exchanges, went to Salt Lake City to visit his exchange there. . . . Carroll Puciato, formerly Realart Pictures vice-president, was in Denver looking for a distributor to handle features to be released by Carroll Pictures. . . . Mr. and Mrs. Rodney and Donna Knox are managing the Knox and the Knox Drive-In, Durango, Colo. . . . Arlie Beery, district manager, Manley, Inc., and Mrs. Beery are vacationing in Pacific Grove, Calif.

Des Moines

The Iowa-Nebraska Allied will hold its annual meeting July 19 at Lake Okoboji. Al Myrick, Lake Park, Ia., is in charge of the affair and reports advance reservations are running ahead of last year. . . . C. A. Tuey had planned to close the Exira, Exira, Ia., but due to a large number of requests from the community and a large turnout for the final show, he will continue to operate. . . . Ralph Pratt, Washington, Ia., theatre operator, died recently in a hosiptal at St. Louis. . . . Mrs. Vera Greene, who has been operating the theatre at Hedrick, Ia., for six years, closed the house due to a decrease in attendance. . . . Bob Gray, Des Moines, is planning to re-open the theatre at Pleasantville, Ia., with the cooperation of the local Commercial Club. . . . Art Sunde announced he will reopen the Time, Albert City, Ia. Sunde operates three other houses and only recently purchased the Time.

Los Angeles

Passing out cigars to celebrate the arrival of his new daughter, Diana, was Max Berkett, Warners exploitation man. . . . Joining the sales staff at Paramount was Arnold Shartin, who comes from the company's office in Minneapolis. . . . Claude Ford and Associates, currently operating the Los Feliz Drive-In, have scheduled the opening shortly of their new 400-car Bishop Drive-In, near Bishop. . . . The Film Row Club's Summer Swing Dance, held in the Rodger Young ballroom, was attended by more than 400 members of the club and their friends. . . . Back at her desk after a vacation in New York and Atlantic City, N. J., was Eileen Kenyon, Warners clerk. Also back from vacation was Margaret Scott, PBX operator of the same office.

Celebrating his 16th anniversary is Dick McKay, Pacific Drive-In's booker, and Mrs. McKay. . . . Hospitalized with a heart attack was Genevieve Henderson, RKO cashier. . . . Eddie Deir leased the Lyric, Monrovia, Cal., from Simon Lazarus. . . . Services were held for Frank Downey, 70, who died of a heart attack. MGM manager, Detroit, for many years, he had been living here since his retirement last year. . . . Flying in from Las Vegas for his regular buying and booking stint was Lloyd Katz, Sperling Theatres.

Minneapolis

Howard A. Green, 40, former manager, Campus and Varsity, for Fisher Amusement Company, pleaded guilty to absconding with $4,480 from the two houses. He was returned here from Brighton, Colo. . . . Russ Stephens, manager, RKO Orpheum, St. Paul, Minn., passed out cigars to announce the birth of a son. . . . The northwest premiere of "Cinerama Holiday," Century, July 27, will be for the benefit of the American Legion All-Star scholarship fund. Prices will range from $5 to $15.

It was erroneously reported that Gordon Sties, Menomonie, Wis., is building a drive-in at Red Wing, Minn. The builder will be Gordon Spiess, Glenwood City, Wis. . . . Kenny Adams, sales manager, U-I, spent his vacation building a house. . . . Glenn Wood, booker, U-I, attended a convention in Seattle during his vacation. . . . Mary Jo Berg, booking clerk, MGM, vacationed in California. . . . Elizabeth Smith, branch manager's secretary, Allied Artists, is engaged to Bill Crowl. . . . Larry Foss, maintenance man, Warners, vacationed in Quebec. . . . Maxine Amundson is the new typist, Columbia. . . . Burton Gaines, shipper, U-I, vacationed in Canada.

James R. Feeny is the new assistant manager, RKO Orpheum, St. Paul, replacing Bob Kaye, who resigned. . . . Ed Linder, manager, Gopher, is back from a vacation in Washington and New York. . . . New Lucky Twin Drive-In, in suburban Bloomington, turned away 1,000 cars the first night and 900 the second night at its grand opening, showing RKO's "Son of Sinbad." It is the first outdoor stand in the area with in-car speakers equipped to handle full four-track stereophonic sound.

Norm Levinson, MGM publicist here, got a nice plug on "Interrupted Melody" in Cedric Adams' "In This Corner" column of the Minneapolis Star. Said Adams, "Victims of infantile paralysis or any other physical handicap should make a special point of seeing "Interrupted Melody," a movie based on the inspiring life story of Metropolitan Opera singer Marjorie Lawrence. It's one of the most sensational true-to-life yarns in years. Take an extra hanky with you, you'll need it." Levinson says since everybody listens to Adams on his TV broadcasts and reads his column in the mid-west states, he has suggested that theatre managers in their "Interrupted Melody" ads, plus snipe lobby posters, use part of Adams' quote.

Oklahoma City

Buckey Harris, exploitation man, U-I, out of home office, was in town exploiting "This Island Earth." . . . Miss Carolyn Rucker, daughter of S. B. Rucker, cashier, Paramount, has announced her engagement to Jack Edward Smith, Tulsa, Okla.

St. Louis

The annual meeting of the Missouri-Illinois Theatre Owners, to be held at the Hotel Chase, November 20 and 21, will be streamlined to obtain maximum business benefits for owners and managers who will be in attendance, it was decided at a meeting of officers and directors held at Brookhaven, residence of State Senator Ed V. Long and Mrs. Long, near Clarksville, Mo. Mrs. Bess Schulter, St. Louis, is to be general chairwoman of the meeting, and the co-chairmen will include A. J. (Bill) Williams, Union, Mo., and Joseph Ansell and John Meinardi, St. Louis. Long has consented to discuss legislation and related matters. Other speakers will include men nationally prominent in the industry. Senator Long owns the Trojan, Troy, Mo., and the Orpheum, Elsberry, Mo. The present plans are for the MITO gathering to kick off an important week for the industry in St. Louis. Officers of the St. Louis Variety Club tentatively have scheduled the annual Harvest Moon Festival, to raise funds for the club's Heart Fund, at the Missouri, November 23, 24, and 25. Details of the affair, of course, are still to be worked out, including final arrangements for a national personality to head the program. Among those at the Longs' farm meeting were: Mr. and Mrs. T. J. Bankhead, Bowling Green, Mo.; Russell Armentrout, Louisiana, Mo.; Bill Waring, Jr., Carbondale, Ill.; Eddie Clark, Metropolis, Ill.; A. B. Magarian, East St. Louis, Ill.; Clyde Metcalfe, Edwardsville, Ill.; and Mrs. Ann Ballman; Lester R. Kropp; Paul Krueger; Tommy James; Mr. and Mrs. William Kaimann; Joe and Lou Ansell; Myra Stroud, and Dave Barrett, all of St. Louis.

Ray G. Colvin, executive director, Theatre Equipment Dealers Association, recently returned from a swing through the south, where he made numerous talks stressing the importance of the theatre

in community life. Exhibitors supported the arrangements in fine style, with the result that the attendance ranged from 70 to 150, compared with only 50 to 60 in his previous meetings in various parts of the country.

The Shop City Drive-In, East St. Louis, Ill., under construction for Jablonow-Komm Theatres, Inc., Clayton, Mo., is scheduled for completion in September. The contract for equipment was awarded to the St. Louis branch, National Theatre Supply, William C. Earle, manager. The Shop City will be one of the few big drive-ins located entirely within a city's limits, and will adjoin the $88 million Shop City shopping and commercial project just getting underway.

The Lions Club, Troy, Ill., is operating the Lions, which they reopened recently with Paul Mason as manager and projectionist. Under the new ownership the Lions will run the same picture program on Friday and Saturday, and then another feature on Sunday and Monday. The Lions Club owns the building.

The Glen, Quincy, Ill., 400-seat unit of the Dickinson Operating Company, Inc., Mission, Kan., was closed because of the shortage of top-quality films to supply that house and the Belasco, a 500-seater also owned by the Dickinson interests. The Belasco theatre will continue in operation, Glen W. Dickinson, president of the circuit, announced.

The Prairie, Prairie du Rocher, Ill., which was closed at the conclusion of the lease of Lawrence McDonald, is being offered for sale by the owners, Mr. and Mrs. Russell Moro, St. Genevieve, Mo. . . . The Cuba Drive-In, Cuba, Mo., had its grand opening recently, and has been enjoying nice business. It is owned and operated by Adolph P. Meier, who also owns the roofed Cuba.

Virginia Mayo, a native St. Louisian, was due to plane in from Hollywood to participate in the exploitation campaign that was mapped out for the world premiere of RKO's "Pearl of the South Pacific," at Fanchon and Marco's Fox, accompanied by her husband, Michael O'Shea, and Perry Lieber, RKO publicity and exploitation director.

Lester R. Kropp, president, Missouri-Illinois Theatre Owners, and co-general manager, Fred Wehrenberg Circuit, Inc., recently was appointed co-chairman for the annual meeting of the Theatre Owners of America, to be held in Los Angeles, October 5 through October 9. . . . Harry C. Arthur, Jr., general manager, Fanchon and Marco, Inc., was in New York. . . . Jim Wynn, who left here in the early 1930's after serving as branch manager, Warners, died recently in Boston. . . . Roy Haines, western division sales manager, Warners, and Morris Shift, his assistant, were here for a visit.

W. H. Gleanson, salesman, Warners, started his vacation, as did Charles Scheufeler, office manager. . . . Joe Benedick, Warners booker, started his vacation by being married to Beverly DeWees, former Warners employee. . . . Ed Ditzenberg, another Warners booker, returned from his vacation. . . . Harry H. Haas, Paramount manager, was in Cairo, Ill., to confer with exhibitors. . . . Herb Washburn, National Screen manager, and Mrs. Washburn motored to Backus, Minn., for fishing. . . . Stu Tomber, head, Rio Syrup Company, announced a new mixed-fruit punch syrup, a combination of a dozen delicious fruits. He says it will put a punch in your sales. . . . A. J. Williams was in Seattle for an MGM Workshop.

In Quincy, Ill., the Glen, unit of the Dickinson Operating Company Circuit, Mission, Kans., which had been closed since June 10 due to a shortage of top quality motion pictures, was damaged by a fire. . . . In Moweaqua, Ill., the Missouri, which had been running only three days a week for some time, was closed for the summer.

In Villa Grove, Ill., the Gem, owned by George Barber, was closed for the summer. . . . In Kevil, Ky., Postmaster William Kuykendahl, who took over the operation of the Carol, operating only on Saturdays and Sundays, has added another two days of shows weekly, with two changes of programs. Increased business resulting from the closing of the Park Drive-In warranted the two additional days.

In Taylorville, Ill., V. F. Helling, formerly of St. Charles, Mo., has succeeded William Grant as the local city manager, Frisina Amusement Company. Grant resigned recently to enter the insurance business.

The Illinois Senate has passed Governor Stratton's bill to add another one-half cent to the state sales tax rate, making the take from the cash customers for various kinds of merchandise a total of 2-and-one-half cents on $1. Every theatre and drive-in will, of course, be affected by this tax raise.

Henry Zack, Republic salesman, is recovering at his home from injuries received in an automobile accident here a couple of weeks ago. . . . Gordon Halloran, 20th-Fox manager, and other members of his sales staff, including Joe Feld, Art McManus, Bob Cohun, and Cliff Mantle, left to attend a national sales meeting of the company in New York.

Mrs. Bess Schulter, owner, Columbia, left to visit Lake Taneycomo in the southwestern part of Missouri. She is interested in the Taneycomo Country Club, including a fine golf course, etc., which is managed by her partner, Jimmy Tappella, who formerly owned and managed various theatres in St. Louis.

Eddie Stevens, United Artists salesman, back from a swing through the Little Egypt section of southern Illinois, reports that during the past few weeks that sector has experienced the best business revival in a number of years. . . . Private Warren Haas, son of Harry H. Haas, Paramount manager, is home on a furlough from Camp Kelly, Tex. He is being transferred to Camp San Miguell, Tex. . . . Leo Keiler, president, Columbia Amusement Company, Paducah, Ky., has returned to that city from the west coast.

Hall Walsh, southern prairie district manager, Warners, was in Kansas City. . . . Leon Jarodsky, Paris, Ill., exhibitor, is visiting in Memphis. . . . Mrs. Thomas E. Bracken, who owns the Hurst, Hurst, Ill., with her husband, is taking a refresher course at Southern Illinois State College, Carbondale, Ill. . . . Lester Bona, Warners manager, visited Cairo, Ill., and Paducah, Ky. . . . The Mars, Marissa, Ill., owned and operated by Mrs. Sara Degen, has installed a fine new Walker Silver Screen and CinemaScope equipment.

Funeral services were conducted in St. Nicholas Greek Orthodox Church, here, for Mrs. Eudokie Nanos, mother of Phillip Nanos, owner, Laclede, and counsel for the Missouri-Illinois Theatre Owners. . . . Sue Wagoner, high schooler, recently inked by MGM to a film contract, is the daughter of J. Dee Wagner, former longtime resident of St. Louis County and salesman for Brown's Stores. ,

San Antonio

The Regis, San Diego, Tex., is being redecorated, and a new ceiling and a wide screen are being installed. . . . Russell Rindy has been named assistant city manager, Interstate Theatre Circuit, Houston, Tex., according to Al Lever, city manager. He succeeds A. D. Deason, who went to Dallas to become head booker for the circuit. . . . A new aluminum screen was installed at the King Drive-In, Houston, Tex., made by Manco Plating Company, Los Angeles, Cal., and a design of M. D. Research Council, a non-profit organization subsidized by the industry. Paul M. Craig, Manco, stated that the Manco-Vision screen will give two and a half times as much brightness as normal, and is particularly effective in color. . . . Roy K. Ashburn, owner and operator, Strand, Chillocothe, Tex., has announced the installation of a new wide screen and CinemaScope equipment.

E. A. Hicks is building a complete western village at the Mayan Dude Ranch, Bandera, Tex., where four westerns are to be filmed, entitled "Robin Hood of the Rio Grande," starring Rex Rossie. Harold Schwartz is president of the company, Big D. Pictures, Charles H. Edwards, executive vice-president, and Charles Marcus, secretary-treasurer. Stories for the films will be written by Harry Preston, which, when completed, will be released through Tower Pictures, Dallas.

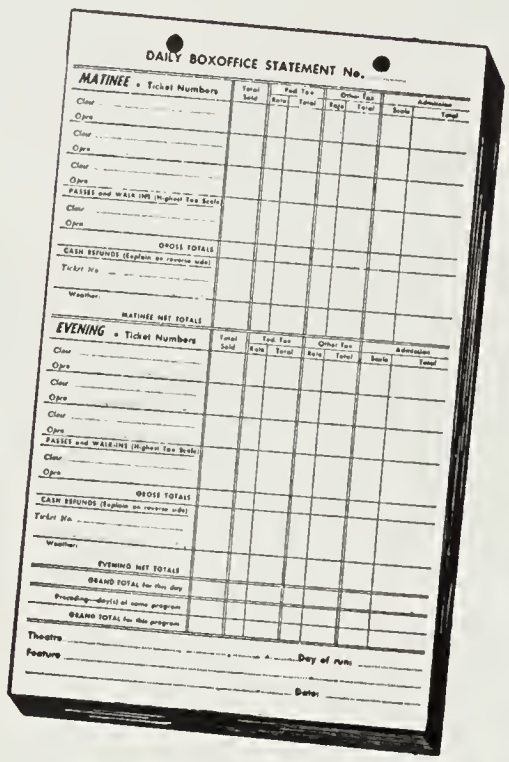
Arlington Drive-In, Arlington, Tex., may be the first drive-in church in Texas, with services held by the First Christian Church each Sunday. . . . Edward Broussard, manager, Surf Drive-In, Port Arthur, Tex., made arrangements to have six burros at the drive-in for several weeks for the enjoyment of children. . . . A new RCA silver screen and CinemaScope equipment has been installed at the Timberland, Diboll, Tex., according to Shirley Daniels. . . . The Port Lavaca Drive-In, Port Lavaca, Tex., operated by the J. G. Long Circuit, is being converted into a twin screen operation.

. . . Bill Rau, booker, Statewide Drive-In Theatres, made a business trip to Houston, Tex. . . . Bob Lucchese, manager, National, booked a Cuban stage show for a week's engagement. . . . KCOR-TV, the first Spanish-language television station has begun operations, telecasting nightly from 7:30 to 10:30 p.m.

Hall Industries Theatres has taken over the operation of the Bronco and Texas

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM



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1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

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Drive-Ins, Beeville, Tex., purchasing them from A. M. Gaines. Keith Deer, who was with Gaines, has been named manager of both by Henry Hall, Sr. . . . Extensive lobby and auditorium improvements are being made at the Grand, Pecos, Tex., according to Al Cook, city manager, Frontier Theatres. . . . Henry Hall, Jr., has been named manager, Rialto, Rex, and Rio in Beeville, Tex. He succeeds J. S. Thomason, who has returned to his former home in Waco, Tex. . . . Roland C. Conner is the new student assistant, Loew's State, Houston, Tex. He recently completed service with the Air Force at Ellington Field, where he was in theatre operation.

Al Sindlinger, Sindlinger and Company, Inc., has arrived in Galveston, Tex., to start a market analysis of the entertainment habits of the area for the Interstate Theatre Circuit and Martini Theatres, as well as others. Other surveys are being conducted by Sindlinger in Beaumont and Bonham, Tex. . . . Bob S. Feeny, chief usher, Majestic, Houston, Tex., was selected the "Outstanding Houston Cadet." The San Jacinto High School senior was awarded a gold watch and a $100 scholarship to Texas A and M. . . . Robert Allen Gill, 63, an exhibitor for 30 years, died following a heart ailment. He was part owner of the Esquire and Cortex, Carthage, Tex.

C. E. Barnes has taken over the management of the Palace, Plano, Tex., and instituted three program changes per week. Wednesday and Thursday have been designated "Big Bargain Nights," with two adults being admitted for the price of one and children under 12 admitted free. Barnes has announced that he plans to make extensive improvements, including addition of a wide screen. . . . The front of the Queen, Roanoke, Tex., was demolished in a recent windstorm. . . . CinemaScope has been installed at the 84 Drive-In, Goldthwaite, Tex., by owners Mr. and Mrs. Phillip Nichols. . . . New concession equipment has been purchased by Frank Cornes for his Cornes, Farmersville, Tex. . . . The Majestic, Fort Worth, Tex., has been reopened by Michael Dennis as an art film center. Dennis also plans to book occasional stage shows and concert attractions.

Bob Hope came to the stage of the Majestic to appear in conjunction with the opening of his latest film, Paramount's "The Seven Little Foys." . . . Fran Bennett, daughter of Mr. and Mrs. Darwin M. Benedum, has been selected for the role of Judy in Warners' "Giant." Filming has started at Marfa, Tex. The role of Judy was written into the script and does not appear in the novel written by Edna Ferber. . . . "Roy Rogers' Own Movies," a short feature, was shown at the Joske's of Texas auditorium, with all kiddies of the city invited to attend free. The film is a camera tour of his ranch. Rogers, Dale Evans, and others of his cast were here in person.

Mrs. Hilda Weiner, secretary, Tom Sumners Theatres, is recovering from an operation at the Nix Hospital. She and her husband recently observed their 25th wedding anniversary. . . . Leonard Limon, inspector, Azteca, has returned from a vacation. . . . C. O. Donaldson, formerly with Statewide Drive-In Theatres, was paying a visit here from Houston, Tex., where he's now with the Columbia branch office. . . . Jack Carter, manager, Mission Drive-In, and his wife are welcoming the arrival of a baby daughter, their fifth child.

Seattle

Northwest Releasing has appointed International Film Distributing Company to handle the distribution of "Karamoja" in 10 Canadian provinces. Plans are for an early opening engagement in Vancouver. . . . Clarence Hill, manager of branches for 20th-Fox out of New York, passed through on his way to New York after opening a new exchange in Vancouver, B. C. . . . Glen Haviland, 20th-Fox salesman, is in Providence Hospital, where he is recuperating from a heart attack. . . . National Theatre Supply reports that they are emphasizing their concession supply business by carrying a complete line, including popcorn boxes and bags, dispenser machines, drinking cups, hot dog warmers, etc., and all types of drive-in equipment. In a recent transaction the firm sold 100,000 popcorn boxes to the Washoe Amusement Corporation, Anaconda, Wash.

Marlene Holman, who has been working at Northwest Releasing, has left to take a full-time position; her spot has been filled by Louise Welle. . . . United Theatres completed their drive-in circuit by opening the Auto-View, Tacoma, Wash. . . . Pat Flink, assistant at Sterling's Crest, became a bridegroom. . . . Mr. and Mrs. Sid Dean, Lakewood and Rex, Tacoma, Wash., went south to just outside of Los Angeles where they attended the graduation of their daughter from Occidental College. . . . Jim Brooks, 20th-Fox office manager, has been a busy man, with two graduations to attend. He was on hand for the graduation of his daughter Patsy from Washington State College, and he also attended the graduation of his son, Jim Brooks, Jr., from Isaquah High School, where the boy distinguished himself in sports. . . . Zollie Volchok, Northwest Releasing, returned from a trip to Portland where he met with various circuit heads.

John Danz, Sterling Circuit, is enjoying a short vacation in the south; Fred Danz, Sterling, is back from Portland. . . . Ed Johnson was over from Spokane, Wash., to attend the graduation of his daughter from the University of Washington. The girl graduated in music and was also a Phi Beta Kappa. . . . Lyman Bench has been named manager, Sterling's art house, the Uptown, and Mrs. Jean Chester, Sterling's long-time woman manager, has taken over at the Magnolia, Bench's former position. . . . Bill Stahl, National Theatre Supply, returned from Montana where he supervised installation of equipment at the 200-car Starlite Drive-In, owned by Earle Porter. Stahl also put in anamorphic lenses for the Silver Star Drive-In, Osborne, Idaho, operated by Simon's Amusement Company out of Missoula. . . . In other NTS business, anamorphic lenses were supplied to the Rex, Spokane, Wash., owned by Ralph Nelson, and the Selma, Republic, Wash., owned by Mrs. Bergstrom. . . . Al Larpenteur, Northwest salesman, returned from a trip to eastern Washington.

NEWS OF THE Territory

Boston
Crosstown

Three branch managers who recently received promotions were to be honored at an industry luncheon at the Hotel Bradford Roof Garden: William Kumins, Warners', Al Levy, 20th-Fox, and Gaspar Urban, Paramount. The Variety Club of New England sponsored the affair, with a large turnout expected.

The opening for the new Clinton Drive-In, Clinton, Mass., was tentatively set, according to owners Si Queen and Frank Calvi. The ozoner has complete Century booth equipment, installed by Massachusetts Theatre Equipment Company, and the booth area is large enough to take the two extra VistaVision projectors, should the owners desire to install them for another season.

Hy Young is buying and booking for the new Midway Drive-In, Detroit, Maine. Samuel Lowe, Jr., Theatre Candy Company, who installed the concession equipment, and Eddie Hosmer, Independent Theatre Supply, who installed the projection equipment, journeyed to Maine for the opening of the theatre, owned by Mr. and Mrs. Ken Bishop.

A record 75 golfers participated in the second annual industry golf tourney at the Woodland Country Club. Later that evening, another 50 industryites joined them for cocktails and dinner. The low gross score was won by Jerry Govan, New England Theatres, Inc., who repeated his win of last year. Michael Redstone, president, Redstone Drive-In Theatres, and Malcolm Green, Interstate Theatres, tied for the low net score. Other prizes were distributed and door prizes were given to lucky winners during the stag dinner. Everyone present received a Zippo lighter as a gift from Lyman O. Seley, Manley, Inc., manager, and other novelty prizes were distributed to all by Keene Advertising Company. The committee in charge was James Mahoney, Joseph Cohen, Ken Douglass, Ralph Iannuzzi, Larry Herman, Mel Green, and Dick Dobbyn.

Two anti-trust cases were filed in the U. S. District Court of Rhode Island, each claiming trebled damages of two million dollars. The first involves the Elsa Amusement Co., Raymond F. Murphy, president, operating the Park, Woonsocket, R. I., against the RKO Rhode Island Corporation, Loew's Theatre and Realty Corporation, C and F Theatre Company, and the following distributors: RKO, Loew's, Paramount, 20th-Fox, Warners, United Artists, Universal, Columbia, Republic, and Allied Artists. The second suit involves the Bijou Amusement Company, Raymond F. Murphy, president, and is directed against the same defendants. In the first case, the plaintiff is charging improper runs and clearances, monopoly, conspiracy, etc., from 1945 to the present time. The charges are the same in the second except that the complaint charges damages from

Participants in recent graduation exercises at Lowell Technological Institute, Lowell, Mass., were, left to right, Samuel Pinanski, alumnus of the Institute and chairman of the board of trustees; Lt. Governor Sumner Whittier; Dr. Leonard Carmichael; J. Paul Mather; and President Martin J. Lydon.

1938 to the present time. Both cases were filed through the offices of George S. Ryan and W. Bradley Ryan.

Funeral services for James Winn, former branch manager, United Artists, were held at Waterman's Funeral Chapel. In attendance were many of his industry friends as well as his former colleagues at United Artists.

Joseph P. Liss, 43, district manager, Stanley Warner's Massachusetts theatres, was critically injured in a serious automobile accident on the Worcester Turnpike. His car and one driven by Arnold Bjorklund of Waltham collided at an intersection on the Worcester cut-off at Granite Street. Both cars were completely demolished and both men were rushed to the Worcester City Hospital where Liss's name was placed on the danger list. He underwent a complicated operation for multiple head injuries. Liss was en route to visit the circuit's New Haven theatres when the accident occured. Mrs. Liss and their three children left their Lawrence home for the hospital immediately on receiving word of the accident.

Although no agreement has been reached in the dispute between truck drivers and operators in the Local 25 Teamsters strike, the drivers for film deliveries have returned to their jobs on an hour-to-hour basis. The dispute is over a pay raise, and affects drivers in Massachusetts, Rhode Island, and Connecticut. When the shut-down became effective it was feared that theatres would be in a confused condition. Shippers and bookers in the exchanges, however, had sent out ahead as many prints as possible in anticipation of a lengthy tieup. Theatres in the three states lost only two days of film servicing, and during that time no theatre was reported without a show. Many exhibitors and managers near the exchanges drove into town to pick up and return film prints themselves, in an effort to alleviate the situation.

Richard Smith, right, and Melvin R. Wintman, left, home office executives, Smith Management Company, Boston, are seen as they recently looked over blueprints for Meadows Drive-In, Hartford, Conn., with Israel Bregman, partner, North Meadows Realty Corporation, which is building the $500,000 project for Smith interests.

Dick Dobbyn, treasurer, Maine and New Hampshire Theatres, became a grandfather for the 12th time when his daughter, Mrs. Ethel Toomey, had a son at St. Elizabeth's Hospital, Brighton. . . . Contracts are expected to be signed transferring the Suffolk, Holyoke, Mass., from Rifkin Theatres to Western Massachusetts Theatres, Samuel Goldstein, president, taking a long term lease on the property. Papers will be signed in Springfield shortly for a June 29 transference date. . . . Lloyd Clark, president, Middlesex Amusement Company, suffered a second fracture of his leg when he slipped and fell on a marble floor in a Malden bank. It was only a month ago that he fell and fractured the same leg in an accident at his home. He will be on crutches for another month.

New Haven
Crosstown

The Davy Crockett benefit show held at Loew's Poli received nice publicity, with downtown stores donating prizes, and also purchasing tickets to help the event. Larry Gould, New York television actor, wandered through the theatre and appeared on the stage as Davy Crockett. The Register Fresh Air Fund benefitted from the affair. . . . Irving Hillman, Roger Sherman, planted a coloring contest on The Journal Courier classified page for "This Island Earth." . . . Westville had Davy Crockett prizes at a children's Saturday matinee.

William Elliott was in person as "Daniel Boone" and Jean Paul was "Davy Crockett" on stage with frontier tales on Saturday matinee at the Whitney, Whalley, Conn. . . . Branford, Branford, Conn., used theatre ads for a new angle, to rent a spacious store in the same building. . . . Former Paramount organist Win Danielson visited former friends at Jim Darby's theatre when the Ringling Brothers Circus was in town.

Meadow Street

Everything was in readiness to make the opening of the new Watertown Drive-In an auspicious event. The new drive-in will take care of 1,000 cars and has many new innovations. Particularly interesting was the food service. The snack bar will be able to take care of 1,000 people in 15 minutes through the six lane setup. Regular chicken dinners and other full dinners will be served at the Cuisine Lounge. The Terrace Restaurant has umbrellas and tables, regular waitress service, and is set in such a manner that the patrons may see the movies while they eat. A colorful arrangement of stone has

been made to add to the beauty of the setting of the restaurant. A highlight of the setting is a large mural on the wall with Walt Disney characters painted in various eating poses with different morsels of food. This mural was painted with the permission of Walt Disney. The restaurant equipment is of Simar, a non-rust stainless steel composition. Fred Quatrano is manager of the new theatre. The Siricas are associated with Quatrano in the theatre corporation. Among the invited guests at the opening, in addition to theatre people, newspaper and radio folk, will be U. S. Senator Prescott Bush, who will cut the ribbon to open the theatre; Governor of Connecticut Abe Ribicoff; Congressman James Patterson; Watertown First Selectman Stuart Atwood; Thomaston First Selectman Charles Eggleston; Waterbury Mayor Raymond Snyder, and others.

Ernie Grecula, former Hartford exhibitor, is reported manager, Poquonock Bridge Drive-In. . . . Ken Kirby and his hillbilly show was on the roof stage, Bridge Drive-In.

A story of courage, intelligence, and cooperation can best be told in the person of Miss Marcia Katz, teen-age daughter of Morty Katz, Connecticut Theatre Circuit executive. Morty's daughter has been in and out of the hospital with a serious illness, and the pretty young lady has had to spend many days home. However, despite this handicap, she didn't give up. She studied and tried to keep up with her high school class work. Then, a two-way speaker system was hooked up from the Katz homestead to the Hillhouse High School, and an experiment period was maintained with Marcia being in the main role. Marcia was able to continue her studies and "go along" like she was in the classroom. The Sunday Register had an educational feature on her work and the climax of the arrangement was Marcia's graduating from Hillhouse High School with her regular class and her getting the Prentiss Hall Award for her achievement in scholarship, citizenship and courage." She will enter Martha Washington College in the fall to take a medical technology course.

Raymond J. Squer, U-I salesman, will be married to Miss Elaine Messer, Waterbury, Conn., July 23. . . . Shep Bloom, 20th-Fox branch manager, and salesman Sam Germaine, returned from the 20th-Fox convention enthusiastic about new product. . . . The new girl at 20th-Fox is Grace Vellaca, who replaced Mary Lou Cohen, who resigned for domestic duties.

William Hutchins, former National Theatre Supply manager, and now in charge of the Philly office, was at his shore cottage recently getting it ready for the summer. . . . Sal Popolizio, 20th-Fox, may go to Pennsylvania for his vacation. . . . MGM assistant shipper Raniero Pantani has left and Richard Iaguessa, previous temporary shipper, has taken his position.

Mrs. Nora Kendall, Republic, left on June 24 for domestic duties. . . . Herb Schaefer, district manager, Buena-Vista, was in town, as was Mike Feloney, Connecticut and Massachusetts representative. . . . Harry Rogovin, Columbia executive, was in town. . . . Walter Silverman,

Jack Sanson, SW Strand, Hartford, Conn., recently screened RKO's short subject, "Devil Take Us," prior to its opening, for state and city police and press. From his left are State Police Officer Frank Dowling; City Police Sergeant David Deming; State Police Inspector Thomas Wilson; City Police Captain F. J. Gunshanan; and Mayor Dominick J. DeLucco.

Columbia branch manager, now out ill, was reported progressing, and is expected back on Meadow Street soon.

Music Box, New Britain, Conn., planned on staying open this summer. . . . Ridgeway, Stamford, gave free boutonnieres to dads attending to see "Marty" on Father's Day. Ridgeway had a contest on a makeup list of movie titles with men's names in it. The 25 longest lists were to receive guest tickets to see "Marty."

Crown, Hartford, installed new air conditioning system. . . . Strand, New Britain, received extra publicity for films with lobby display of Dumont TV.

Circuits

Loew Poli

Division manager Harry F. Shaw is an honorary member of the Quinnipiac Chapter of the National Secretaries Association and was invited to attend the annual meeting and dinner at the Oasis Restaurant recently. Mrs. William L. Sitzer, New Haven division office, is social chairman of the Association.

Connecticut

Groton

The newly-formed Poquonock Drive-In Theatre Corporation has taken over the Bridge Drive-In, formerly operated by Associated Management Corporation. Listed as officers of the new concern are Harry Brandt, president, Richard Brandt, vice-president, and Vivian Gruber, secretary, with Ernest A. Grecula, formerly director of advertising and publicity, Hartford Theatres Circuit, Hartford, as resident manager. Eddie O'Neill, Associated Management executive, is reported slated for activity in the out-of-state drive-in field. At one time, he was general manager of the Ted and Joe Markoff theatre interests in Connecticut.

Harry Browning, district manager, New England Theatres, left, recently received a citation from Major Warner F. Moore, U. S. Air Force, for "outstanding contribution to Air Force recruiting effort in Connecticut" in conjunction with the showing of Paramount's "Strategic Air Command," Allyn, Hartford, Conn.

Hartford

The first drive-in within city limits, 2,070-car Meadows, shifted its completion date to July 8, with Richard Smith, Smith Management Company, which will operate the project under a 30-year lease from the A. J. Bronstein interests, extending an invitation to Broadway and Hollywood figures to attend opening ceremonies. It is believed to be the largest drive-in project in the world, and will have a screen measuring 126 by 50 plus augmented playground facilities. Bronstein, who is building the Meadows under the corporate title of North Meadows Realty Corporation, said that he and his associates are negotiating for additional drive-in sites in Connecticut.

"The Seven Year Itch" gave Lou Cohen, Loew's Poli, a number of impressive breaks. He set up newspaper interviews for Hartford's own Rita Morley, who happened to be visiting between Broadway assignments, a week ahead of film's opening. Miss Morley appeared with Tom Ewell in both the Broadway and the road version of the George Axelrod comedy, on which 20th-Fox based the Marilyn Monroe film.

Some family-appeal ad copy was used by Hector Frascadore, E. M. Loew's Farmington Drive-In: "We have arranged an ideal program for young and old! Shown on our giant wide screen! Make the Farmington Drive-In, the original family drive-in, an entertainment habit for yourself and your friends!" . . . Mike Adorno, assistant general manager, M and D Theatres, ran a caricature of Gina Lollobrigida in a "Bread, Love and Dreams" ad for the Capitol, Middletown, with these lines adjoining: "Dont just stare at me! Come down to the cool Capitol and see me in A-C-T-I-O-N!"

Harry Picazaio, Jr., Groton Drive-In, Groton, is the newly-elected head of the New London Lions Club. . . . Bob Schwartz reports the completion of enlarged playground facilities at the Lake Drive-In. . . . Phil Allaire, Stanley Warner Palace, Norwich, offered official U. S. Air Force scale models of huge bombers to two lucky ticket holders, ahead of "Strategic Air Command." . . . A new merry-go-round has been installed at the Southington Drive-In by Perakos Theatre Associates.

Peter Perakos, president, and Sperie Perakos, general manager, addressed the annual summer managers' meeting of Perakos Theatre Associates in the Palace Theatre Building, New Britain. Sperie also attended the Yale Alumni Club of New Britain's annual dinner and meeting with Mrs. Perakos. . . . Joseph Bronstein, son of A. J. Bronstein, principal stockholder

of the East Hartford Family Drive-In, South Windsor, has been named general manager, succeeding Miss Teresa Locatelli, resigned. . . . A mid-July opening now is slated for E. M. Loew's Candlelight Drive-In, Bridgeport, according to George E. Landers, Loew's Hartford division manager. . . . Herb Schloss, Columbia exploitation department, was in town ahead of "Chicago Syndicate" at E. M. Loew's. . . . Russ Barrett, Stanley Warner Capitol, Williamantic, stressed Eileen Farrell promotion for "Interrupted Melody." Miss Farrell's voice is dubbed in for Eleanor Parker on the MGM sound track. The Williamantic singer was subject of several newspaper breaks. . . . Sal Adorno, Jr., general manager, Middletown Drive-In, has been named to the health and welfare committee of the Middletown Lions Club.

Harry Browning, district manager, New England Theatres, Inc., received a certificate of merit from the Air Force in conjunction with the showing of Paramount's "Strategic Air Command," at the Allyn. . . . The trade extended best wishes to Morris Jacobson, Strand Amusement Company, and Mrs. Jacobson on the graduation of their son, Eugene, from the Medical College of the University of Vermont. . . . Lou Cohen, Loew's Poli, sneak-previewed MGM's "Love Me or Leave Me." Floyd Fitzsimmons, MGM exploitation department, conferred with Cohen and his aide, Al Coury, prior to the screening. . . . Ray McNamara, Allyn, scheduled a sneak preview of Paramount's "The Seven Little Foys."

An obstacle to the proposed construction of a drive-in on Hebron Avenue, Glastonbury, by Jack Leitao of East Hartford, was removed by a decision of Common Pleas Judge John Clark FitzGerald, who dismissed an appeal by two Hebron Avenue property owners, objecting to the installation.

At Berlin, a property owner, Howard M. Culver, started an action in the Court of Common Pleas, appealing from a May decision of the Berlin Zoning Commission. Culver wants a judgment directing the Commission to deny the application of attorney George LeWitt, New Britain theatre owner, to build a drive-in theatre near his Wethersfield Road property.

Bernie Menschell, Community Amusement Corporation, promoted Mrs. Marjorie Mineau, assistant, to manager of the Plainfield, Plainfield, succeeding William Coleman, who has left the circuit. . . . Mickey Alperin, Hartford Theatres Circuit, was a New York visitor. . . . Doug Amos, Lockwood and Gordon Theatres, visited Bill Daugherty, Webb, Wethersfield, and Bill Howard, Plaza, Windsor. . . . Ray McNamara, Allyn, will vacation on Cape Cod. . . . Bernie Menschell was a New York visitor.

Mansfield

Morris Keppner now is screening the main feature first Monday through Thursday at the Mansfield Drive-In.

Middletown

Sal Adorno, Sr., general manager, and his son, Mike, assistant general manager, M and D Theatres, in a traditional "expression of congratulations," extended invitations to graduates of schools, both public and parochial, in northern Middlesex county to attend a performance at the Palace, Capitol, or Middlesex.

Sal Adorno, Jr., general manager, Middletown Drive-In, had a live performance in front of the concession building the other night, with actors dressed as Davy Crockett and a clown appearing from 7 p.m. to showtime.

New Britain

Brookie LeWitt, Arch St., is planning a series of "old-fashioned amateur nights."

Joe Miklos, Stanley Warner Embassy, promoted a sizable beauty shop newspaper co-op ad on "Seven Angry Men."

Norwalk

Jack Simons, Stanley Warner Palace, distributed 8 by 10 photos of Mickey Mouse as children's matinee gifts.

Torrington

John Scanlan, Sr., manager, Stanley-Warner's Warner, donated guest tickets to participants in the Torrington Junior Chamber of Commerce-sponsored blood donor program.

South Windsor

A. J. (Jack) Bronstein, president, East Hartford Family Drive-In Theatre Corporation, is back from an extended business trip to Los Angeles, Tucson, Ariz., and Chicago.

Massachusetts

Holyoke

When the Victory's automatic answering service recently handled 800 calls in one day, the management called it quits. By that time seven machines had been worn out and been replaced by the N. E. Telephone Company. Neil O'Brien, manager, reported most of the calls were from children, who found the device amusing. The answering service features a tape recording which tells the times and some of the highlights of the films being shown. O'Brien said that children found calling the service so much fun that legitimate customers almost always found the line busy. The theatre has returned to conventional phone service. The Strand is now the only local film theatre using the automatic service.

New Hampshire

Concord

The House of Representatives has killed a bill which would have made motion picture equipment subject to a personal property tax. The bill came before the House with the recommendation that it pass. . . . Theatre ushers must be paid at least 60 cents an hour by terms of a bill which sets a minimum wage of 75 cents an hour for most businesses.

Lebanon

The Claremont newspaper featured a 19-paragraph story on Mrs. Doris C. Mollica, manager, Lebanon Opera House.

Manchester

A special attraction at the Variety is a gift presented to every boy and girl

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Cancer strikes 1 in every 4 Americans. It strikes with vicious swiftness. Too often it is discovered — too late.

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	. . . Large-Size complete set of: (1) Date Book Forms—52 pages; (2) Availability and Playaff Warksheets—10 pages; (3) Performance Record and Cut-Off Sheets—20 pages; (4) Booking Calendar, other dividers, etc. Item #1 in illustrated folder	1.25	
	. . . Date Sheets—3 ring (9x12 in.) Part of Item #1 in illustrated folder. Undated 52 pages	:50	
	. . . Availability and Playoff Warksheets (9x12 in.) Part of Item #1 in illustrated folder. 10 pages	.10	
	. . . Performance Record and Cut-Off Sheets (9x12 in.) Part af Item #1 in illustrated folder. 20 pages	.25	
	BINDERS, Plain:		
	. . . Packet-Size Date Book—6 ring. Soft leatherette. Part of Item #11 in illustrated folder	1.25	
	. . . Service-Kit System—3 ring. Stiff leatherette. Part of Item #11 in illustrated falder	1.25	
	ZIPPER CASE BINDERS, Leather:		
	. . . Pocket-Size Date Book—6 ring. Genuine pigskin. Part of Item #11 in illustrated folder. Tax inc.	4.00	
	. . . Service-Kit System—3 ring. Genuine cowhide. Part of Item #11 in illustrated falder. Tax inc.	5.00	
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	. . . At-A-Glance (copyright 1936) for regular and drive-in theatres. Annual record (9x12 in.) Item #6 in illustrated folder	1.60	
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	. . . Weekly far regular and drive-in. Folding flap (8½x11 in.) Item #7 in illustrated folder. Sets of 52 sheets	1.25	
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attending the Saturday matinee. A different gift is awarded every week.

Nashua

The print of "Strategic Air Command" which played at the Daniel Webster was flown to this state by the local Air Force recruiter, with tie-in promotion including a spot news picture in the local daily.

The Park theatre building has been sold to Max Soroken, Pittsfield, Mass., by the owners, Mr. and Mrs. Walter Peterson, Peterboro. Mr. Soroken stated that there would be no more motion pictures at the Park and that the space would be used for warehouse purposes. The Nashua Supply Company will occupy the premises.

Portsmouth

At the Arcadia a special feature for adults only was the showing of "Garden of Eden," filmed at a "real nature park," under the supervision of the National Sunbathing Association.

Rhode Island

Newport

On Father's Day the Newport Family Drive-In gave away cigars to all fathers in attendance. Also, the father bringing in the most children received a box of 50 cigars. Harry Minassio, manager, also advises that the screen is being enlarged for CinemaScope, adding on 16 feet both ends to give a picture 104 feet by 45 feet.

Providence

The Pike Drive-In, seeking to attract early arrivals, recently inaugurated big-time professional wrestling matches as an extra added feature on the Wednesday night shows. . . . Radio station WHIM, one of the most popular dusk-to-dawn stations in this area, will soon change hands. Robert T. Engles and Richard C. Taylor, present co-owners, will turn over their holdings to a company headed by Frank W. Miller, Jr., New York. Because of their affiliations with this city's newest TV station, WPRO-TV, Engles and Taylor are obliged to relinquish their radio station to comply with FCC rulings. . . . The Providence Sunday Journal devoted the entire front page of the feature amusement section to art and glowing reports on "Marty."

The Hill-Top Drive-In, located in nearby East Greenwich, is making a big play for juvenile attendance. Latest give-away was a 26-inch bicycle. . . . Gabby Hayes, hero of many western films, made a personal appearance at nearby Lincoln Park. Needless to say, droves of youngsters turned out to greet the grizzled film-player. . . . The Uptown is running a series of special Saturday afternoon kiddie shows, offering a feature, cartoons, and a serial. . . . The Bay State Drive-In, just across the Massachusetts border, in Seekonk, complete with kiddieland and other customary attractions, is bidding for the patronage of the young at Friday night shows, with cartoon carnivals, lollipops, and other gimmicks.

The Metropolitan has reopened, offering re-runs, and second and third runs. Current policy calls for continuous performances 11 A.M. to 11 P.M., with all seats 25 cents until 1 P.M.

NEWS OF THE Territory

New York City

Crosstown

As a tribute to New York's Summer Festival, Loew's Theatres inaugurated its Summer Movie Festival last week in theatres in Manhattan, Bronx, Brooklyn, Queens, and Westchester, which will feature a group of outstanding film attractions to be heralded with a caravan of gorgeous floats, glamorous models, music, and fanfare touring neighborhood theatres.

MGM's "Interrupted Melody" opened the festival, with "Bamboo Prison" as the co-feature, and "Blackboard Jungle," will follow. Other top-drawer attractions will include "Strategic Air Command," "The Prodigal," "Love Me or Leave Me," and a documentary, "Naked Amazon." The finest available co-features will be shown with these attractions, which will be projected on the new wide screens.

Nat Levy, RKO's eastern-southern division sales manager, left for Pittsburgh to discuss sales policies on upcoming company releases. . . . Alfred Hitchcock, producer-director, Paramount's "The Man Who Knew Too Much," arrived from Paris by plane. His associate producer, W. Herb Coleman, accompanied him. James Stewart, co-starred in the film, also returned; and other members of the cast and the production crew are due back soon. . . . Harry M. Kalmine, vice-president and general manager, Stanley Warner Theatres, returned on the SS United States after a month's survey of Cinerama operations in Europe. He was accompanied by Mrs. Kalmine.

Inez Joan Heymann, daughter of Melvin H. Heymann, MGM's publicity department, was married to Dr. Harris Robert Lovice at the Springfield, N. J., Community Center. . . . Barbara Silverstone, daughter of Mr. and Mrs. Murray Silverstone, president, 20th-Fox's International Corporation, was married to Michael Garrison in ceremonies held in Scarsdale, N. Y. . . . Sandra Esta Silverstone, daughter of Mr. and Mrs. Arthur Silverstone, assistant general sales manager, 20th-Fox, was married to Robert L. Stern. The wedding was held in Harrison, N. Y.

William J. Heineman, vice-president, UA, in charge of distribution, returned from a tour of UA exchanges in Europe. . . . Rudy Berger, MGM southern sales manager, is vacationing in Miami and at the same time recovering from a recent illness. . . . John P. Byrne, MGM eastern sales manager, returned from a trip to Boston. . . . Darryl F. Zanuck, 20th-Fox vice-president in charge of production, left by plane for London to inspect the company's CinemaScope quota pictures set up in England.

Ed Sullivan, whose "Toast Of The Town" on national TV has cooperated with motion picture companies in publicizing numerous outstanding pictures and stars, was saluted recently by the motion picture industry with an "across the street" banner on Broadway between 45th and 46th Streets.

Howard Dietz, MGM vice-president, returned from the coast. . . . Pincus Soby, MGM legal department, returned from the coast, and Jay Eisenberg, MGM's legal department, left for Houston, Tex.

Funeral services for Bryan Lee, 74, MGM's exploitation department, were held at the Church of the Resurrection, Rye, N. Y. He died while attending Mass in church at Rye. He joined MGM in 1953. With his wife, Mary Cranston, he had appeared in vaudeville in the act known as Cranston and Lee for many years. His widow is known as Frances Drake, King Features' columnist on astronomy and astrology. In addition to his widow, he is survived by a brother, a sister, a daughter, and two grandchildren. His duties at MGM centered around contacting music and book publishers.

The Fair, Jackson Heights, N. Y., is now being operated by the Nanest Theatre Corporation, Erwin Breuer, president. Liggett-Florin is handling the buying and booking. . . . The Island, Hollis, L. I., is now under the operation of Walter J. Higgins. . . . Aaron and Sol Rofman are the new operators of the Ritz, Garfield, N. J.

New Jersey

Bayonne

Theatres create traffic, traffic creates trade, and a healthy movie business is good for the economic health of any city, said Nyman Kessler, manager, DeWitt, in a talk before the Bayonne Rotary Club. "The recent finding of the special economic committee of the National Association of Real Estate Boards is most convincing," he continued. "They said that closed film theatres cut realty values and become a community problem. The theatres are in fact segments of neighborhood life and important means of cultural communication."

Newark

The winners for May in the Stanley Warner Spring Movie Festival Drive were first prize, Frank Costa, Warner, Ridgewood; second prize, Adolph Finkelstein, Embassy Orange, and third prize, Jack Conhaim, Stanley, Newark.

Frank Costa, manager, Warner, Ridgewood, presented a "Juvenile Dance Review" on the stage of his theatre. . . . Diane Gordon, manager, Oritani, Hackensack, will present an electric motor driven Thunder-Bird Junior child's car to a lucky child during August. Miss Gordon has also arranged to present a series of 10 summer kiddie shows starting on June 30, with special giveaways at each. She recently arranged with the Fred Astaire Studios to present a Mambo contest in the front of the theatre, under the marquee, in conjunction with the showing of the picture "Mambo."

William Clark, booker, Stanley Warner Jersey zone, is vacationing. . . . Eleanor Bennett, Marge Higgins, and Hannah Bailin, Stanley Warner Jersey office, celebrated birthdays.

Helen Keiser, known to thousands of local movie patrons as the obliging cashier of the Warner, Ridgewood, is resting comfortably in the Valley Hospital, where she underwent a complicated operation. Mrs. Keiser has endeared herself to the public through her helpfulness at the theatre, where she fell in the lobby five weeks ago, fracturing her hip. Frank Costa, manager, said that he has yet to meet anyone as loyal or reliable as she has been in her assistance at the theatre.

"Little Miss Ridgewood" turned out to be twins at the bathing beauty contest held at the Warner, Ridgewood. Bonnie Lynn and Donna Lee MacGregor were hands-down first-prize winners. . . . Sam Roth, manager, Baker, Dover, is vacationing, as is Jack Barrett, manager, Wellmont, Montclair.

New York State

Albany

Ben M. Smith, longtime salesman for various companies and a resident of St. John, New Brunswick, since 1953, returned for a four-day checkup in Memorial Hospital, during which manager Bill With's Palace staff extended their usual courtesy and kindness. . . . Jared Milan, manager, Republic's 16 mm.

(Continued on next page)

But Was It Serge?

NEW YORK — Maurice Seidlitz, manager, 167th Street, in the Bronx, received a call from an anxious patron the other day, who asked him what he had on. The manager replied, "A blue suit." The woman said she had never heard of it, and who was in it. "I am," replied Seidlitz; and it was only after she explained she wanted to know what show was playing that he gave her the information she sought.

WANTED

OLD THEATRE ORGANS

Will Remove

GEORGE W. DECKER

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Golf Tournament Prizes Awarded

NEW YORK — Close to 200 industrites attended the fourth annual Film Industry Golf Tournament sponsored by Cinema Lodge of B'nai B'rith at Tuckahoe, N. Y.

More than 60 industry organizations and individuals donated the wide variety of beautiful prizes with William German, Inc., posting the money for the leather-encased golf-umbrellas awarded the foursome winners, and Coca-Cola and Pepsi-Cola provided the thermo carrying bags given to the foursome runners-up. Foursomes were filmed as they teed off through the efforts of Irwin Young of Du-Art Film Laboratories, who donated the film and provided the quick developing job to return the film for showing at the banquet. However, the length of the evening's program necessitated a special screening.

Len Gruenberg, RKO, was the winner of the low net gross Film Daily trophy. William Cochrane won the Cinema Lodge Trophy for low gross, while Irving Sochin won the Joe Hornstein Trophy for low net runner-up and Al Fitter won the Jack Alicoate Trophy for low gross runner-up.

The putting contest was won by Sol Strausberg, Milton Mendelwager taking second place, and Jack Hoffberg third. The longest drive contest was won by Milton Salzburg, with Jim Ippolito taking second. The hole-in-one contest was won by Dave Dash, with Phil taking second, and Gordon Craddock third. The birdie contest was won by Gordon Hedwig, with Bill White taking second. Stanley Kolbert was best-dressed golfer and Martin Schiff was the worst golfer. The exhibitors' low gross score was awarded to Ed Fabian and low net to Sid Pearle.

Foursome winners were Jack Hoffberg, George Hornstein, Milton Salzburg, Mort Holland, Wolfe Charney, Murray Strausberg, Marty Friendman, Herman Wintrich, Keith Goldsmith, Max A. Cohen, Jack Trop, Len Gruenberg, Harold Lasser, Al Fitter, Mort Sweig, Harry Lowe, John Bergen, Jr., William Cochrane, Arthur McGuiness, James Ippolito, Sidney Weil, David V. Senft, Larry Pfaff, and Lou Golding.

Foursome runners-up were Mark Finkelstein, Dave Dash, Carl Lovgren, Gordon Hedwig, Sol Strausberg, Herman Sheffler, Clem Perry, Herman Ripps, Frank Marshall, Lou Allerhand, Harold Rinzler, Ben Lorber, William Fabricant, Arthur Gray, Robert Sherman, Charles Alicoate, Perry Wachtel, and Jerry Edwards.

Cinema president Max E. Youngstein presided at the awarding of the prizes with Martin Levine, tournament chairman. Committee members who helped make this year's tournament a success included Herb Berg, Dave Bader, Cy Seymour, Don Mersereau, Charles Alicoate, Jack Hoffberg, Milton Salzberg, Burton Robbins, Alan Robbins, Lou Vorzimmer, Norman Robbins, Robert K. Shapiro, and Milt Livingston.

Lou Allerhand, MGM, won the $200 set of golf clubs posted as the prize of the day. Among the guests of Cinema Lodge at the banquet were Arnold Foster, one of the heads of B'nai B'rith Anti-Defamation League, and Dr. Arthur Lelyveld, national director, B'nai B'rith Hillel Foundations. The Film Industry Golf Tournaments are sponsored by Cinema Lodge as a means of bringing industryites of all faiths together for a day of good fellowship and sport.

Albany

(Continued from preceding page)

division, was in for a conference with branch manager Arthur Newman, and for a call on Charles Hunter, Hunter Film Service. . . . Mrs. Ottilie Fearing won second prize in the first month of the Stanley Warner spring festival campaign, for her promotions at the Avon, Utica. She took it over a few months ago when Al Swett was promoted to the Ritz, Albany, as successor to Jack Swartout, retired. Mrs. Fearing had been a valued aide of Andrew Roy, Stanley, Utica.

Car giveaways marked early-summer promotions in the Fabian Jubilee of Hits campaign. Manager Richard Murphy held one, with merchants cooperating, at Proctor's, Troy. Drive-In supervisor Irwin Ullman arranged another for Mohawk and Saratoga Drive-Ins. City manager Guy A. Graves, with Plaza manager Phil Rapp, and State-Erie manager Lou Rapp, set up another.

With the slogan, "Worship Before You Travel," the Greenbush Drive-In Church held its first services at Alan Iselin's Auto-Vision Theatre. . . . George Bulugeorgas entered Albany Veteran's Hospital for treatment and terminated his brief service as assistant booker, U-I. Anthony Lombardo succeeds him. . . . James Bracken, Stanley Warner contract manager, New Haven and Newark zones, stopped for a periodic visit.

Fabian's Palace manager William With arranged a Davy Crockett Mystery Card Hunt with McManus and Riley clothing store and The Knickerbocker News, to focus attention on the Disney picture. Youngsters under 13 were eligible to compete. They obtained a mystery card during show hours at the theatre, and took it to the "Davy Crockett Trading Post," on the third floor of the large downtown store, where contestants dipped the cards in "magic liquid." A special code appeared on 50 of the cards, indicating the winners' prizes. The News illustrated it with a two-column picture of copy girl Maxine Allen wearing the familiar coonskin hat.

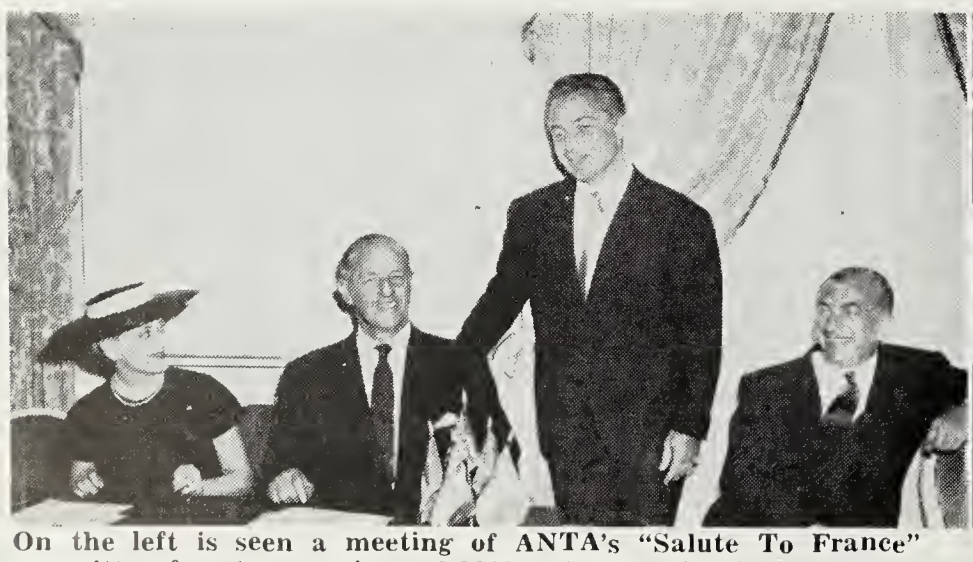
Urging all exhibitor and theatre managers to give their cooperation to the COMPO Audience Awards poll, Harry Lamont, co-chairman with Ray Smith, Warners manager, and Louis W. Schine, Schine Circuit, announced that an area meeting probably will be held at the 20th-Fox screening room.

A plan to screen RKO's "Son of Sinbad" at a group of drive-ins around Albany temporarily snagged.

Plans for the Will Rogers Memorial Hospital audience collection drive in August are moving smoothly in the exchange territory, according to local co-chairmen Ray Smith and Harry Lamont. Salesmen are contacting theatres for pledges, many of which have been received. Lamont predicted that patrons of his and other drive-ins would contribute generously, as would customers of indoor theatres.

Buffalo

Joseph E. DeSilva, for the last two years manager of the Schine Playhouse, Canandaigua, has been appointed city manager for Schine in Rochester, to supervise the operation of eleven houses. DeSilva has worked in Auburn and Canandaigua since joining the circuit three years ago. Formerly, he was with Fox Midwest for 18 years. . . . Paul Johnson, former manager, Eckel, Syra-



On the left is seen a meeting of ANTA's "Salute To France" committee for the premiere of UA's "Summertime," Astor, New York City; left to right, Mrs. William C. T. Gaynor, premiere chairman; ANTA Chairman Robert W. Dowling; Rossano Brazzi, co-star in the film; and producer Ilya Lopert; on the right are seen beautiful models wearing Catalina bathing suits in front of a 40 by 60 sign advertising "Miss Summertime Contest" in the lobby of the theatre.

cuse, succeeds DeSilva as manager in Canandaigua. Johnson has been with Schine since 1953.

July birthday greetings are in order for the following members of Tent 7, Variety Club of Buffalo: Alfred Bergman, Carmelita Biggie, Ruth Bourne, Belle Brown, Nettie Cornblum, Irene Denny, William Dipson, Ben Felcher, Jack Grood, Helen Hess, Philip Kates, Edward Kaye, Walter LeRoy, Jeanette Lieser, Nina Lux, Freda Marcus, Julie Paepke, Giannina Pappalardo, William Rosenow, Nan Saperston, Phil Todaro, Louis Wertheimer, Sarah Weil, and Lillian Wollens.

Charles B. Kosco, branch manager, 20th-Fox, attended the sales convention in the New York home office. . . . Impressed by the reception accorded the highway safety film, "Devil Take Us," manager Robert T. Murphy, Century, began issuing Buffalo Evening News Drivers Club emblems to patrons. Following a private showing of the short for the police and other traffic advisory officials, Police Commissioner DeCillis lauded the highway safety message of the film.

Edward L. Hyman, vice-president, American Broadcasting - Paramount Theatres, was here two days to inspect the local UPT houses, the Paramount, Center, Seneca, and Niagara, and he presided at a meeting in district manager Arthur Krolick's offices, which also was attended by Al Sicignano, home booking offices, among others.

After weighing the pro and con arguments about licensing pay-as-you-see television, George L. David, in his column in The Rochester Democrat and Chronicle, concluded that it is not desirable, particularly because it might eventually establish a monopoly of professional entertainment.

"Theatre and Film" is the subject of a new exhibition at the Dryden Gallery, George Eastman House, Rochester. The staff has combed the local libraries and private collections for sets of pictures to show the relationship of motion pictures to the stage, and some strange and amusing evolutions between stage and movie productions. The exhibit will precede a series of films entitled "Film and Theatre," a reversal of the picture exhibit title.

Eugene Pleahette, managing director, Brooklyn Paramount, was recently presented an award for exceptional service by the Brooklyn Chapter of the National Foundation for Muscular Dystrophy, in the effort to raise funds for Medical Research; and Mimi Benzell, Metropolitan Opera star, was honored for the same effort. The presentations were made by Hon. Paul G. DeMuro, president, N.F.M.D., left, and Mrs. Ida Kastein, president, Brooklyn Chapter, N.F.M.D., right, at a Waldorf-Astoria luncheon.

Harold Bennett, branch manager, National Screen Service, is recuperating from a heart attack in Sisters Hospital, and will be confined several weeks more. The National Screen office staff urges exhibitors in the area to send him cheer up cards. . . . Jeremiah E. Cavanaugh, 77, whose acting career included appearances with Lloyd Nolan, George Arliss and Minnie Maddern Fiske, died in Buffalo General Hospital. Cavanaugh retired from the stage in 1931 and worked as a checker, MGM, Buffalo, for ten years. Later, he was house manager, Century, until 1949, when he retired. . . . Mrs. Elmer F. Lux, wife of the head, Elmart Theatres, who was recently recommended by the 23rd Ward Democratic Committee for endorsement for councilman-at-large, has now eliminated herself from consideration. . . . Bill Carroll, for many years, assistant, Shea Theatres publicity department, has resigned. . . . Clint Young resigned as Schine district manager, Geneva, and has been succeeded by Lou Hart, formerly district manager, Watertown, who will make his headquarters in Albany. Jack Mitchell is the new district manager, Watertown. . . . Church services have started for the third season at the Empire Drive-In, West Webster.

In connection with the presentation of MGM's "Interrupted Melody," Shea's Buffalo, Ed Meade, publicity chief, sent out postcards to a list of music lovers, calling attention to the wonderful melodies featured in the film story of Marjorie Lawrence.

Holland-Wegman Productions announced that it is expanding its business to include the production of 35 motion pictures for television and industry. Jack R. Davis, who previously had his own industry and TV film company in Pittsburgh, has joined the staff to head the new operation. . . . John R. Oshei, who was a prominent theatre manager at one time, has been awarded an honorary doctor of laws degree by Canisius College. Oshei is president of Trico Products Corporation, of which the late Dr. C. Cornell, father of Katharine Cornell, was an officer for many years.

Ben Kulick, president, Faysan Distributors, held a three-day exhibition of the 1956 Admiral TV and radio models the other day at the showrooms. Noted at the exhibition on opening day were Murray Whiteman, former chief barker, Variety Club, Tent 7; Arthur Krolick, district manager, UPT, Buffalo and Rochester; Charles B. Taylor, associate district manager, UPT; Edward Miller, manager, Paramount, and Ben J. Dargush, manager, Center.

A vast color film program to tell the story of the Niagara frontier's industrial might has been launched by the Buffalo Junior Chamber of Commerce. The film, when completed, will be shown on TV for local and national consumption.

George H. Mackenna, manager, Lafayette, is chairman of the area exhibitors

(Continued on next page)

This smiling pirate was recently used for street ballyhoo by George Kemble, manager, Walter Reade's Strand, Perth Amboy, N. J., for DCA's "Long John Silver." The "pirate," normally a theatre aide, stalked the city's business area several hours each day during the engagement, with a sign on his back announcing that the film was at the Strand.

George H. Mackenna, general manager, Basil's Lafayette, Buffalo, was recently elected president, Buffalo Main Strect Association, an organization of the city's top business men. He also signed a new long term contract with Basil Enterprises which continues him as managing director, Lafayette, until 1960. He has been associated with the circuit since 1943.

Rex Reason, co-star in U-I's "This Island Earth," recently visited the company's New York home office and showed executives the space helmet he wears in the film. From left to right are seen F. J. A. McCarthy, southern and Canadian sales manager; P. T. Dana, eastern sales manager; Ray Moon, assistant sales manager; and Foster M. Blake, western sales manager.

EYEING THE Exchanges

BELL — First Lieutenant Richard Kulick, son of Sidney Kulick, became engaged to Janet Fishman. . . . Bell has acquired for national distribution Edward Constantino Specialty Pictures. . . . Enid Reichel has joined the office as a clerk-typist. . . . Bell has scheduled for July and August releasing twelve Hopalong Cassidy Features.

WARNERS — Night shipper William Pitus is currently vacationing. . . . Inspectress Betty Shea recently entertained guests from the Boston exchanges at her home. . . . Cashier's clerk Geraldine Krumstok joined the staff. . . . Brooklyn booker Mike Anderson and booking clerk Adrienne Goldberg are enjoying vacations.

20TH-FOX — Marilyn Smith, daughter of exchange engineer Harry Smith, graduated with scholastic honors from Babylon High School. . . . The salesmen attended a sales convention recently held at the Park Sheraton Hotel. . . . The men in the shipping room acquired new uniforms with their names on them.

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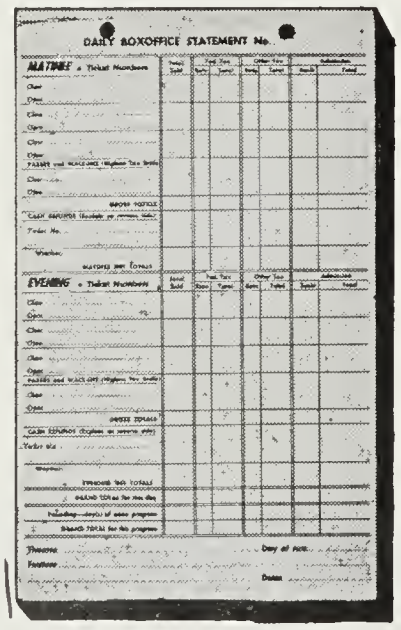

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Seen at a recent "sneak preview" of U-I's "The Private War of Major Benson," RKO 58th Street, New York City, were, left to right, Ed Sarlen, Radio City Music Hall representative; Ray Moon, U-I assistant sales manager; William Brech, Brech Circuit executive; Sal Minco, who has a starring role in the film; Russell V. Downing, president, Radio City Music Hall; Fred Lynch, Radio City Music Hall advertising-publicity head; and Al Ornstein, manager, RKO 58th Street.

. . . Secretary Hannah Zimmerman is vacationing at Hugenot, N. Y.

U-I — Gloria Gonzaga recently weekended at Splitrock Lodge, Pa. . . . Biller Mary Contos and typist Mary Menas are headed for a Connecticut vacation. . . . Cashier Walter Bernard celebrated a 26th wedding anniversary, with his wife and two sons, at the Swan Club on Long Island. . . . Typist Virginia Calathas recently celebrated a birthday. Gifts were given her by the office crew.

MGM — New Jersey booker Moe Rose will begin his vacation on July 5th. . . . Larry Callahan is at present working in an auditing capacity. . . . Head booker Harry Margolis and biller Joyce Goldstein are currently on vacation. . . . The office boatride was acclaimed a great success. . . . Congratulations to salesman Bob Kraus and wife Norma upon the birth of a son. The baby has been named William Alan. . . . New lights are being installed in the office.

REPUBLIC — Booker Dave Bass recently celebrated a wedding anniversary. . . . Salesman Jared Millan has returned from a very successful selling trip through New Jersey. . . . Secretary Myra Lerner will vacation at the Surfcomber Hotel in Florida. . . . Salesman Anthony Ricci reports that his police dog has given birth to nine pups. Ricci shortly will become a weekend husband when his family moves to their summer home in Orange, N. Y. . . . Marguerite Noble, bookkeeping machine operator, recently celebrated a birthday. . . . Switchboard operator Irene Anastasiou is showing the sights of New York to her visiting cousin.

AA — Shipping department head Elias Barkey recently bought his first car and is taking driving lessons. . . . Nettie Rivera, booker's secretary, is currently on vacation. . . . AA exchange employees are raving about their first Technicolor-CinemaScope production, "Wichita."

COLUMBIA — Booker Seymour Boekowitz has returned from a Florida vacation. . . . Student-booker Arnie Lopschetz, who was home a few days with virus, is back at work. . . . Cashier's clerk Camille Spallino has returned from her honeymoon. . . . Millie Branch joined the staff in the capacity of a steno-typist.

RKO — Correction: it was erroneously reported that Peggy Degnan is to be married. It is not her, but her brother who will soon wed. . . . Switchboard operator June Jacobson spent a weekend in Connecticut. . . . Cashier-clerk Shela Bookman and typist-clerk Ethel Curtis recently celebrated birthdays.

— D. T.

Frankie Laine recently greeted John Cusack, managing director, Victoria, in New York's Times Square, where he personally presented patrons with autographed Columbia recordings of the title song from Warners' "Strange Lady in Town," then current at the theatre.

Buffalo

(Continued from preceding page)

committee for the Will Rogers Memorial Hospital emergency one-day audience collection drive scheduled for August, Ben Felcher, Columbia branch manager, is distributor chairman. Exhibitors and distributors gathered recently to listen to the "telethon" that kicked off the drive in 32 exchange centers, originating in the Stanley Warner offices in New York. . . . Elmer F. Lux, Elmart Theatres head, Mackenna, and Felcher have accepted places on the Council of Motion Picture Organizations which will conduct the Audience Awards later this year. . . . Mackenna has accepted also the Exhibitors Film Financial Group chairmanship. The sum of $35,000 has been assigned to the area.

Herkimer

Jake Weber, Schine's Liberty, held matinee theatre parties for three different grades of pupils in the public schools to round out their school year. The idea of theatre parties for school children is a source of extra revenue to the theatre. . . . Harry Wiener, Schine's Oswego, Oswego, N. Y., sold six merchants on the idea of purchasing 200 gift books, to be given to senior high school graduates, as a variation of the same idea.

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NEWS OF THE Territory

Philadelphia

Crosstown

A. M. Ellis turned over his Castor in the Northeast on Sunday mornings to the Rev. Paul Larkin. Masses are now said in the air conditioned theatre from eight a.m. until one o'clock Father Larkin, recently at St. Martin of Tours, was assigned by the Archdiocese to start a new parish, Our Lady of Ransom, in the neighborhood of the theatre. Ground has been purchased for the new church and Ellis loaned the Castor to Father Larkin for Sunday services until he is finished building. This good will gesture exemplifies everything those in the industry are trying to do to win over friends for the movies. The Daily News gave a page of pictures to the event.

Norman Beckett, remembered as proprietor of the 13th and Vine Street corner cigar store, continued on Father's Day the practice he established years ago of visiting old men's homes of all denominations and passing out cigars, cigarettes and smoking tobacco to the inmates in honor of his late father.

Stanley Warner Theatres have been sprucing up their Market Street houses. The Mastbaum gets a new marquee; the Stanley gets a front cleaning and new frames; the Stanton is having a $75,000 escalator istalled and will get a new marquee and front.

Vine Street

It is learned that congratulations are in order on number six! Whose? Girl or boy? Date of birth? Address all inquiries to Charles Zagrans, branch manager, RKO. . . . Eddie Gabriel, Capital, is certain that "The Green Scarf" has now ran up a record run for a neighborhood house, the Green Hill.

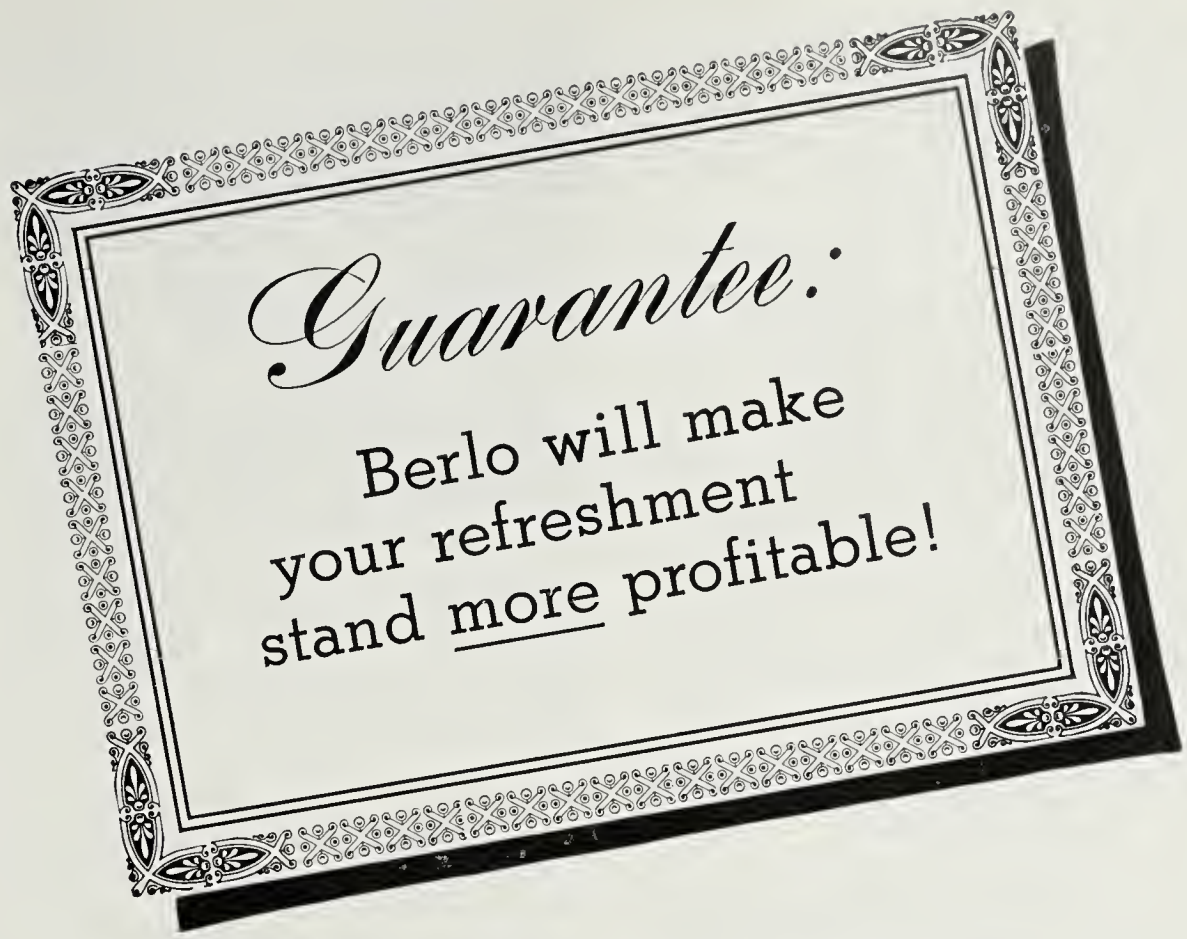
Exchange Finance is celebrating its third birthday on July 1. Thanks are extended to all friends on the Street for their patronage.

District of Columbia

Washington

ROTH'S PLAZA — Bill Karras, manager, made some good tie-ups in connection with "Cangaceiro," acclaimed the world's best adventure picture at the Cannes Film Festival. Karras made arrangements with a local juke box distributor to use the recording of "The Bandit," theme song of "Cangaceiro." Other arrangements include the presence of the Brazilian Ambassador and his staff on opening night, local disc jockeys to plug the song, and window tie-ins with Super Music and Linda Records.

STANLEY WARNER—Merle Lewis, manager, Ambassador, returned to work after vacationing on his farm at Herndon, Va. . . . Joe Marino, doorman, Tivoli, died suddenly last week following a heart attack. . . . Shirley Cannon



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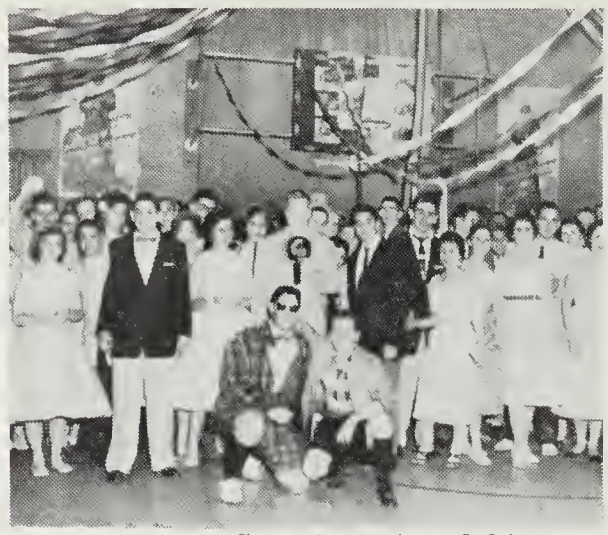

Central High School, Philadelphia, recently held a "Davy Crockett dance" prior to the opening of Walt Disney's-Buena Vista's "Davy Crockett, King Of The Wild Frontier," SW Mastbaum. One thousand students attended the party which was climaxed with a jitterbug contest, the winners of which received a Davy Crockett trophy.

— Jack Goldman Photo

and Anna Cook, Penn, are on vacation. . . . Claude Land, manager, Silver, returned to work after an illness. . . . Mr. and Mrs. Bill Moore and Mr. and Mrs. Jim Harris, Atlanta, are visiting Eddie Camp, manager, Penn. . . . Albert Hopkins, doorman, Metropolitan, is vacationing in Lewes, Va. . . . The annual Stanley Warner Club party was held at Coral Hall.

VARIETY CLUB, TENT 11 — Tent 11 will hold its July and August board of governors meetings at lunchtime, instead of in the evening. The next meeting is scheduled for July 11, at 12:30 P. M., in the executive room of the Willard Hotel. . . . The Ways and Means Committee has been meeting to set up the 1955 Welfare Awards Drive. . . . Florenz Hinz, longtime public relations representative, and formerly with Warner's, took off last week for his new job in Kansas City, as executive director, American Motor Hotel Association. Hinz was active in civic activities here.

PLAYHOUSE — Gerald Wagner, managing director, was host to winners of the second annual All-Army art contest.

ALLIED ARTISTS — Pete Kaufman, Harold Levy, and Milt Lipsner attended the Virginia Theatres Owners Convention, Old Point Comfort, Va. . . . Pete Kaufman, salesman, and family are spending two weeks' vacation in New York.

PARAMOUNT — Lillian Lee is spending two weeks visiting relatives in South Carolina. . . . Guyietta Beavers and Herman Posey are on vacation. . . . Mary Lou Nickson, booker, was married and is honeymooning. . . . Cecilia Babinger, ledger clerk, eloped to get married.

20TH-FOX — Charles Krips, salesman, and Sara Zohn, operator, celebrated birthdays. . . . Ira Sichelman and local sales staff attended a sales convention in the New York home office. Salesmen attending were: John O'Leary, Charles Krips, Harry Valentine, and Fritz Goldschmidt. . . . Bob Cutler, head shipper, is on vacation. . . . Martin Moskowitz, division manager, visited the exchange on routine business.

REPUBLIC — Jake Flax, branch manager, attended the Virginia Theatres Owners Convention, Old Point Comfort, Va. . . . Gladys Jackson is mourning the death of her mother-in-law, Lillian Jackson.

EQUITY — Byron Mills, branch manager, attended the VTO convention, Old Point Comfort, Va. . . . Pete Fields, Abington, Va., was in on business. . . . Betty Richardson, booker, lost her father.

U-I — Jimmy Mitchell and Ann Fleming are on vacation. . . . Harold Saltz attended the VTO convention, Old Point Comfort, Va. . . . The new girl in the contract department is Emily Hurst. . . . Stanley Taylor, salesman, is making his tour of the eastern shore.

WARNERS — Cliff Reed's wife is still ailing. . . . Dorothy Higgins is on vacation.

COLUMBIA — Ruth Wehrman, clerk typist, returned from a vacation in southern Maryland, where she visited her family. . . . Jimmy Whiteside, salesman, is expecting to move into his new house next week. . . . Tessie Buracker, inspectress, returned from her vacation.

DISTRICT THEATRES — Shep Allen, supervisor, Washington, is mourning the death of his wife Mary. . . . Guy Smith, manager, Booker-T, is spending two weeks at home and will concentrate on his golf. . . . Harvey Tutt will replace Guy Smith while he is on vacation. . . . Morton Gerber and Clark Davis attended the VTO convention at Old Point Comfort, Va.

SANDY FILMS — Fred Sandy, Jerry Sandy, and Jerry Murphy attended the VTO convention. . . . Caroline Carney's husband graduated from Barber's College. . . . Janet Epstein, sister-in-law of Gertrude Epstein, spent the weekend visiting. . . . Frank Boucher's wife Lorraine left the hospital and is recuperating at home after breaking her hip.

At the last WOMPI meeting, it was voted to extend the time limit for charter membership for two more weeks. The following directors were appointed: For two years, Katherine Davis, Warners; Myrtle Fries, U-I, and Madeline Ackerman, Elmer Brient Company. For one year, Lillian Lee, Paramount; Josephine Byrnes, MGM; Lois Milstead, Allied Artists, and Verna Lee, RKO. Sara Young headed the nominating committee, which consisted of Ernestine Bandel, NSS, and Hazel McCarthy, MGM.

— T. C.

Delaware

Wilmington

Exploitation campaign by Edgar J. Doob, manager, Loew's Aldine, for Times Film Corporation's "Naked Amazon" included newspaper space more than tripled; extra radio time purchased; teaser announcements with special sound effects followed by run-of-show announcements, also with special sound effects, all prepared by station WDEL; one-sheets, three-sheets, and six-sheets posted throughout the area; a teaser

trailer two weeks in advance of the show and a regular trailer the week preceding the opening; five thousand tabloid heralds, made up in New York; a local coloring contest herald with food fairs and department store cooperating; about 750-to-1,000 gummer teaser stickers that "Naked Amazon is coming." A male fashion show tied in with father's day and produced by Brait's stores which furnished professional models and music. Prizes for the city's father-of-the-year, furnished by Brait's, included a year's wardrobe for the winner and a six-months' wardrobe for the runner-up. The News-Journal papers carried fashion show co-op ads, two half-page ads, and a quarter-page ad. News stories about the event made the fashion pages of both the morning and afternoon papers. Stage show was emceed by Harvey C. Smith, manager, WDEL, who is the station's "Mr. Goodwill," heard daily by thousands of women listeners. Event got plenty advance mention on the air as a result.

Nancy Weatherby, Loew's Aldine, returned from vacation. . . . Jean Shinn, Loew's Aldine, was vacationing. . . . Nick Fede, Rialto, vacationed. . . . Virginia Meany, Rialto, resigned. . . . Helen Cliver joined the Rialto.

The Ellis Drive-In will formally reopen today (June 29) with accommodations for more than 1,000 automobiles, twice its former size. The Ellis, formerly the Brandywine, will be under direction of A. M. Ellis Theatres Company, Philadelphia. The management announced the spot is under the supervision of Larry Ruch, district manager. Don Warner, at present manager, Chester Pike Drive-In, Chester, Pa., will be manager, Ellis Drive-In. The management also announced that it will provide first run pictures to run for a full week. When shorter films are booked there will be two features, the announcement said. The management also stated that the theatre would be in year-round operation, open at least on week-ends during the winter. The boxoffice has been relocated, new roads have been built, and a fence put around the property. Baffles have been built to keep outside noises out of the theatre area. The new screen is 100 feet wide and adaptable for CinemaScope with stereophonic sound. The projection equipment has been increased to 130 ampheres to show new kinds of film. The theatre will provide a cafeteria, besides a snack bar. One part in the area has been set aside for children's recreation, with rides and other equipment for youngsters up to 6 years old. An attendant will be provided. Reopening plans of the Ellis were given a half-column story in the Wilmington Journal-Every Evening recently.

— H. L. S.

Maryland

Baltimore

Opening of the Parkway, scheduled for this month, has been postponed until fall by Jack Fruchtman, owner, who currently operates the New and Keiths. . . . Natt W. Hodgdon, general manager, Fruchtman Theatres, arranged a personal appearance for Montrey McMurry, winner of a contest as Marilyn Monroe's double, at the opening of "The Seven Year Itch" at the New. . . . Hall Colley, Keith's publicity chief, and Mrs. Colley are spending a week in Chapel Hill, N. C., combining a business and pleasure trip. . . . Isador M. Rappaport, owner, Hippodrome and Town, was in New York.

Drive-In Manager Quits As "Naughty" Film Protest

WILDWOOD, N. J.—Owen Hand, manager, Wildwood Drive-In, resigned last week protesting the booking of "naughty movies of the burlesque and nudist colony variety," about which he had been at odds with the ownership for some time. Hand was backed up by Mayor Harry Eldredge of neighboring Rio Grande, and by the Rio Grande Chamber of Commerce. The 1500-car ozoner is one of a chain owned by Mel Fox, Philadelphia.

Richard Dizon, manager, Town, has returned from a visit with relatives in Wisconsin. . . . Henry Jones, assistant manager, Hippodrome, leaves this week for a fortnight's vacation in New York. . . . Owen Schnapf, manager, Century, spent his day off getting a quick suntan at Atlantic City, N. J. . . . Leon Back, general manager, Rome Theatres, has an added activity since the opening of Radio Station WEEB, of which he is president. . . . Tobias Hartz, projectionist, Uptown, has returned home, where he is recovering from surgery at Sinai Hospital. . . . George Dusman, projectionist, Howard, is away on vacation. . . . Sis Zinn, Columbia, was in town to handle advance promotion on "A Prize Of Gold." . . . Norman Clark, film critic, News-Post, is away on vacation.

Leonardtown

A dusk to dawn show will be held at the 235 Drive-In, California, Md., on July 3-4. . . . Staff aide Billy Anonsen graduated from Great Mills High School and will now become a full time employee of the Park, Plaza, and 235 Drive-In. . . . "Pop" Martin, assistant maintenance man at the Park and Plaza, Levington Park, Md., suffered a heart attack and is very ill in St. Mary's Hospital. . . . The Charles, La Plata, Md., is installing CinemaScope.

New Jersey

Trenton

The Hon. William C. Hunt, operator of a south Jersey chain, was honored by the citizenry of Wildwood, of which he is a resident. At a dinner in the Manor Hotel, Hunt was presented with a special achievement award by the Chamber of Commerce for 50 years of "aggressive leadership and community service." As publisher of the Wildwood Leader and other enterprises, Hunt led the fight for modern roads and bridges, elimination of railroad grade crossings, bulkheads to stop beach erosion, construction of board-walks, and community buildings. He was a pioneer in the building of Burdette Tomlin Hospital, Wildwood, and led the successful fight to have the Garden State Parkway circle the seaside of Cape May County. Construction and operation of Cape May-Lewes, Del., ocean-going ferry, due to start this year, was one of the many other civic achievements of the former Senator. The dinner honoring Hunt was attended by 450 men and women of Wildwood and nearby municipalities.

Pennsylvania

Reading

Roy M. Filbert, 68, stage electrician, Rajah, for 30 years, and employed at other theatres here at various times, died at his home. . . . Manager Ruth Bortz, Warner, was the only theatre boss around who did right by father on "Father's Day." All fathers attending the Warner matinee received a gift cigar. . . . The Park, Emanuel S. Rosenberg, manager, went overboard in a big publicity campaign for a cooking school, a three-morning affair attracting many women two hours each day. Three women

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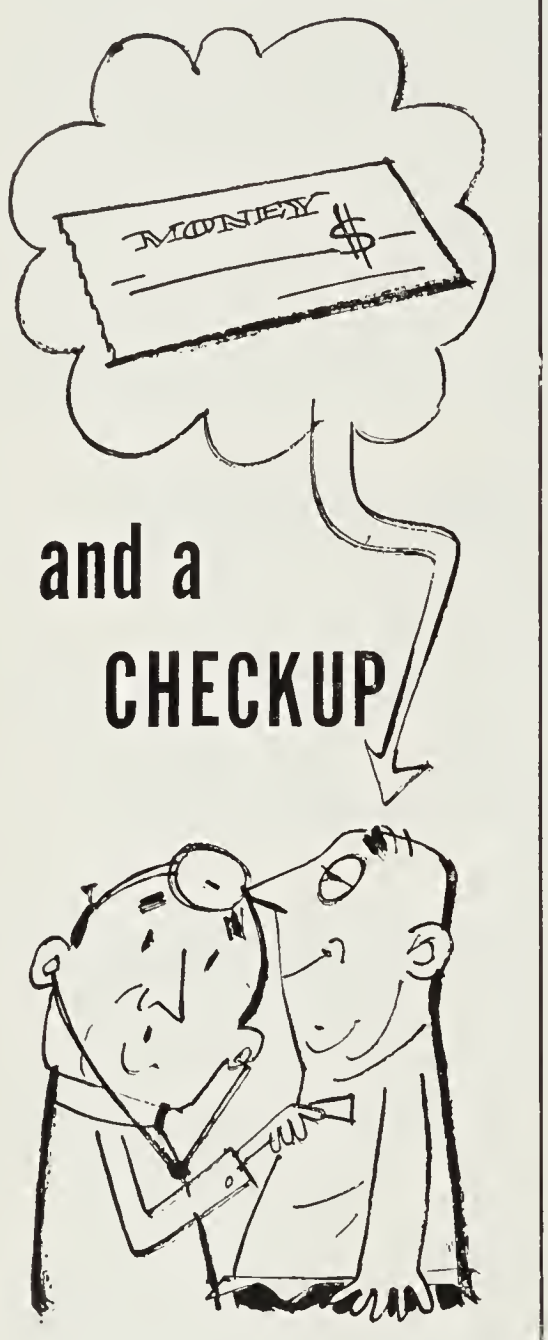

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home economists from the gas office division staff and another girl from Radio Station WEEU staged the cooking lessons. Nine business firms cooperated in big display advertising in newspapers, and in displays of home supplies, materials, and novelties at the theare. The school followed another highly successful cooking demonstration, also for three mornings, in the Astor.

The Astor, J. Lester Stallman, manager, launched a Davy Crockett exploitation campaign that will run into July, when prizes will be awarded to at least ten youngsters competing in a "Grin the B'ar Down" contest. A log cabin and a Boy Scout tent, with other displays, were set up in the lobby, and every boy attending the picture received a blank entitling him to get into the contest. Pomeroy, Inc., a deparment store a block from the theatre, is cooperating with the Astor in the contest and the awards of prizes. Pomeroy's also cooperated in display, newspaper advertising, and in store-window exploitation of Davy Crockett novelties.

Theatre men here will support the national move against toll TV. It's the television industry's own headache, they agree, but they don't like the idea in general because of the way that theatres may become involved in subscription productions later, if the plan is adopted on any scale.

Religious services in the Plaza, rented by a faith-healing lecturer, have not drawn as well as religious campaigns in theatres here in previous years. Weather conditions are blamed, in part. Meanwhile, a lot of theatre people are renewing speculation as to what the Masonic Temple Trust, owner, is going to do with the theatre, used for many years part-time by Reading Consistory, Scottish Rites. The Consistory has leased part of the Rajah building for offices, and the Rajah Theatre for meetings, and will move very shortly to that building.

Scranton

Disney's "Davy Crockett, King Of The Wild Frontier," opened at the Comerford with manager Ed McGovern employing a host of gimmicks. The customary radio and TV advertising was supplemented by newspaper advertising of cooperative type, with two of the city's leading department stores tieing in. Other merchants cooperated with ample displays of Davy Crockett clothing, and with theatre time and date cards in the windows, and by providing twenty gifts that were used as prizes at the opening party, which featured Freddie Chapman, local disc jockey, complete with an official outfit and a horse. Chapman did some preliminary ballyhooing through city streets on horseback, eventually arriving at the theatre to be master of ceremonies at the costume party, and giving all the youngsters attending lolly pops and pop corn. Announcement of the film and show cards were distributed in school neighborhoods and in ice cream and candy stores.

Tom Jones, manager, Paramount, is planning a motor trip to the mid-west and maybe to California. . . . The Strand's Frank Ellis is vacationing. . . . A recent dental surgery patient, Neil Conway, manager, Riviera, has returned to work. . . . The Tom Walger family reportedly will spend the summer at a nearby lake. . . . Mary Fahey, Capitol, has returned to work after visiting in Washington, where her son, John, received his medical degree at Georgetown University.

The Comerford's Bill Butler is vacationing in New York City. . . . Comerford employees Leo Rosar and Josephine Lekewicz are vacationing. . . . Bob Walsh, former student manager, Comerford, lost his father, John Walsh. . . . Bob Thomson, Comerford offices, is a surgical patient at Mercy Hospital. . . . Water Adamsky, Riviera, replaced Bill Gallagher, deceased. . . . Jane Ferguson, Riviera, is enjoying her summer vacation.

Virginia
Richmond

G. Peters held a most successful private prevue showing of "Wizard Of Oz" at the Lee. His letter of invitation read, in part, "From time to time, certain groups and individuals rise up in wrath and take the moving picture industry to task for showing some film or other which they claim is unsuitable for children and young adults. Granting that they are right in some cases, and disregarding the fact that most parents can control the type of movies that their children see, we still feel that these parties are unfair when they fail to commend the many films that are beneficial to young people, and influences for good. As a case point, I would like to call to your attention the local engagement here soon of "The Wizard of Oz." MGM's adaptation of L. Frank Baum's classic children's story is a visual and moral delight. . . . an inspiring and busy exercise for young imaginations. Not one Indian bites the dust, not one urchin sets fire to the old homestead, not one archer impales his enemy with an ashen shaft. Instead, good triumphs over evil, home life and parent-children relations are eulogized, and the Golden Rule is effectively demonstrated. Even kindness to animals is pointed up! "The Wizard Of Oz" was originally shown in 1939. Since then an entire new generation has not, until now, had the privilege of sharing in its delights. From a practical standpoint, "The Wizard Of Oz" offers no end of opportunity for classroom practice on the lower grade levels. "Show and tell" or "see and tell" sessions can be stimulated by the children's seeing the movie. Music appreciation hour should get a new lease on life via the wonderful melodies. Young artists might be given assignments to sketch the 'Straw Man,' the 'Tin Man,' and other of the Oz characters. Above all, the film is mighty good entertainment for adults, too, and we strongly recommend that parents see it with their children. However, we don't want you just to take our word for it. Enclosed is a supply of guest invitations to a private screening of the film. Come, and bring your own youngsters with you. Let us know if you need more for other important faculty people."

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SECTION TWO
VOL. 54 • No. 9

JUNE 29, 1955

COLUMBIA

Bring Your Smile Along

MUSICAL 83M.

(Technicolor)

ESTIMATE: Entertaining programmer.

CAST: Frankie Laine, Keefe Brasselle, Constance Towers, Lucy Markow, William Leslie, Mario Siletti, Ruth Warren, Jack Albertson, Bobby Clark, Murray Leonard, Ida Smeraldo. Produced by Jonie Taps; directed by Blake Edwards.

STORY: High school teacher Constance Towers leaves her biology-teacher sweetheart Bill Leslie to go to New York, where she will give herself a trial period to see if she can be a successful songwriter. She obtains a room in the boarding house where Frankie Laine and Keefe Brasselle are lodging. Brasselle is a piano player, hopeful of some day being a successful song writer, and Laine is an insignificant singer. They have just been fired from a job in a cheap burlesque house. Brasselle composes a tune and Towers overhears it and writes lyrics to fit the melody. When Brasselle finally learns that Towers is the lyric writer, they join forces and produce another hit tune. Laine, who has recorded their songs, becomes a top singing star. Brasselle confesses his love for Towers, but Leslie arrives in town, and Towers, after fighting with Brasselle, returns to the high school. Laine is asked to sing at the high school dance and he goes, accompanied by girlfriend Lucy Marlow and the reluctant Brasselle. When the trio arrive, Towers realizes her love for Brasselle.

X-RAY: This entry presents light and tuneful entertainment graced with moments of humor. Acting and direction are satisfactory. The singing of Laine and Towers aids. Screen play is by Blake Edwards. Songs include "Bring Your Smile Along," "If Spring Never Comes," "Gandy Dancer's Ball," "Don't Blame Me," "Side By Side," "When A Girl Is Beautiful," "Every Baby Needs A Da Da Daddy," "Italian Mother Song."

TIP ON BIDDING: Fair program rates.

AD LINES: "See Frankie Laine In His Latest Tunefilled Hit"; "Alone In The Big City—She Found A Career And Lost Her Heart"; "Guaranteed To Warm Your Heart And Put A Tune On Your Lips."

Chicago Syndicate (747)

MELODRAMA 83M.

ESTIMATE: Satisfactory program entry.

CAST: Dennis O'Keefe, Abbe Lane, Paul Stewart, Xavier Cugat, Allison Hayes, Dick Cutting, Chris Alcaide, William Challee, John Zaremba, George Brand, Mark Hanna, Carroll McComas, Hugh Sanders. Directed by Fred F. Sears.

STORY: Racketeers these days are operating under the guise of big business, and chief of them all is Paul Stewart with "businesses" all over the country run in one big syndicate, most of them legitimate fronts for more nefarious activities. He has been able to avoid complications with the law because he keeps a private set of books with all other accounts open for inspection. His business manager decides to reveal all to newspaper editor Richard Cutting, but is murdered before he can turn over proof. Cutting gets together a committee of prominent business heads and state officials, and they decide to hire Dennis O'Keefe, brilliant young accountant and former Army sleuth to go after Stewart. He becomes Stewart's assistant and is even given access to private accounts which are listed in O'Keefe's name for protection. Allison Hayes, daughter of the murdered man, teams with O'Keefe, and she becomes Stewart's girl, to the jealous discomfort of Abbe Lane. The latter blows up and threatens to expose Stewart with microfilms of his private accounts which he thought destroyed. He forces her to reveal the hiding place and as they are about to be burned, O'Keefe makes his play, snatches the evidence, and battles it out with Stewart and his thugs until police arrive and kill Stewart. O'Keefe is wounded, not seriously, and he and Hayes plan a future together after the syndicate is broken up.

X-RAY: A fast-moving meller is this entry allegedly exposing the activities of underworld operations, with lots of interesting highlights, a story that should command attention, and good performances and direction. It should do okeh as a supporting feature on the program. Music heard includes "One At A Time," "Cumparsita Mambo," "Greek Bolero," "Cuban Mambo." The screen play is by Joseph Hoffman, based on a story by William Sackheim.

TIP ON BIDDING: Okeh program rates.

AD LINES: "This Is The Movie They Tried To Stop . . . Told By The Guy They Tried To Kill"; "Ten Billion Dollars A Year—Out Of Your Pockets—Into His"; "The Picture They Tried To Blow Up In Our Face . . . Because It Dares To Expose Their Ten Billion Dollar Crime Syndicate."

Creature With The Atom Brain (746)

MELODRAMA 70M.

ESTIMATE: Okeh programmer.

CAST: Richard Denning, Angela Stevens, S. John Launer, Michael Granger, Gregory Gay, Linda Bennett, Tristram Coffin, Jarry Lauter, Larry Blake, Charles Evans, Pierre Watkin, Lane R. Chandler, Nelson Leigh. Directed by Edward L. Cahn; a Clover Production.

STORY: Deported gangster Michael Granger returns to the U.S. secretly along with scientist Gregory Gay, who has discovered how to make dead men into live robots who can carry out orders and are practically indestructible. Their movements are watched on a television screen. After several murders, homicide captain S. Launer and police laboratory head Richard Denning get into the case. They delve into the backgrounds of the dead people and come up with Granger, and a check abroad shows he and Gay have disappeared. Granger has Launer kidnapped, makes him into a creature, and orders him to kill Denning, but the latter realizes what has happened and escapes from a moving car which crashes, injuring Launer. He heads back to Granger's headquarters, with police following. The house is surrounded and Granger kills Gay when he refuses to order the robots to kill the police. Launer kills Granger before he dies, while Denning is able to smash the equipment that guides the robots.

X-RAY: An interesting entry for the lower half, this has its proper quota of excitement and thrills and should please those fans who go for the "different" in movie kicks, along with some science fiction angles. The story is interesting with screen play and original having been written by Curt Siodmak, and the cast carries out its assignments effectively, with okeh direction and production.

TIP ON BIDDING: Lowest rates.

AD LINES: "Unforgettable Thrills And Chills As Robot Humans Seek Their Victim"; "A New High In Science Fiction Adventure."

It Came From Beneath The Sea (732)

MELODRAMA 80M.

ESTIMATE: Exploitation entry has the angles.

CAST: Kenneth Tobey, Faith Domergue, Donald Curtis, Ian Keith, Dean Maddox, Jr., Lt. C. Griffiths, U.S.N., Harry Lauter. Produced by Charles H. Schneer; directed by Robert Gordon.

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STORY: A new atomic submarine commanded by Kenneth Tobey, while on a shakedown cruise in the Pacific, runs into trouble with a strange object. After the encounter, an unknown substance is caught in the propeller mechanism. Scientists Donald Curtis and Faith Domergue are summoned by the Navy to investigate the object. It turns out to be a giant octopus affected by H-bomb tests in the Pacific. It has started its search for food roaming the ocean at will, destroying vessels and eating humans. U.S. armed forces combine in the search for the monster and it is finally located as it enters San Francisco harbor, where it damages the bridges, wrecks part of the waterfront, and creates panic. Flame throwers finally force it back into the ocean when Curtis and Tobey combine to plant an explosive in a vital spot, and it is destroyed. Tobey and Domergue are free to discuss romance and the future.

X-RAY: There are plenty of exciting moments for everyone who likes this type of entry, with some good special effects adding to the interest created. It shapes up as one of the best science fiction features yet. The direction and production are good. With a little extra selling, this could do okeh. The screen play is by George Worthing Yates and Hal Smith, based on a story by Yates.

TIP ON BIDDING: Program rates.

AD LINES: "It Terrorized A City With Its Savage Killer Instinct"; "An Adventure In The Unnatural That Will Thrill And Chill"; "Every Moment With It Is A Thrill-Packed Adventure With Exciting Entertainment."

MGM

The Scarlet Coat

HISTORICAL DRAMA
101M.

(Eastman Color) (CinemaScope)

ESTIMATE: Interesting meller on American Revolution.

CAST: Cornel Wilde, Michael Wilding, George Sanders, Ann Francis, Robert Douglas, John McIntire, Rhys Williams, John Dehner, James Westerfield, Ashley Cowan, Paul Cavanagh, John Alderson, John O'Malley, Bobby Discoll. Directed by John Sturges; produced by Nicholas Nayfack.

STORY: During the American Revolution, Major Cornel Wilde heads the American intelligence forces under General John McIntyre. They have been bothered by messages reaching the British, access to which was possible only by someone highly placed. General Robert Douglas as Benedict Arnold tries to get the names of members of his organization from Wilde but he refuses to divulge them. At a tavern, he thinks Anne Francis is suspicious-looking because she is traveling under a flag of truce from Boston to British-occupied New York, but before he can investigate he is distracted by a British spy posing as an American officer and in the struggle kills him. Wilde is arrested and the message the dead officer was carrying is confiscated. Wilde is assigned to escape and join the British. In New York, he looks up Dr. George Sanders, British espionage officer, who passes him on to Major Michael Wilding, adjutant-general. He believes and likes Wilde. His tale of killing an officer is confirmed when he meets Wilding's friend, Francis' sympathies lies with the Americans and also runs several tests. It is during one of these that Wilde learns that Francis' sympathies lie with the Americans. He is arrested once but Wilding saves him and takes him on a mission, during which he escapes and makes his way to the American forces. Douglas has been warned and flees to the British. Wilding is captured out of uniform, sentenced to hang as a spy, and dies like a gentleman.

X-RAY: History is made easy and exciting for the youngsters via this colorful entry, and perhaps there is an extra selling angle here. Otherwise, the film emerges as moderately entertaining program fare with an interesting yarn, good performances, and adequate direction and production. Because the outcome is known, perhaps some of the edge is worn off, but it still holds interest and the result is enhanced via the use of Technicolor. The screen play is by Karl Tuneberg.

TIP ON BIDDING: Higher program rates.

AD LINES: "A Colorful Section Torn From American History And Presented On The CinemaScope Screen In Glorious Technicolor"; "An Exciting Adventure In The Days When America Fought For Its Freedom"; "Thrills . . . Romance . . . Adventure . . . Suspense Follow 'The Scarlet Coat."

The Wizard Of Oz (530)

FANTASY MUSICAL
101M.

(Technicolor)

ESTIMATE: Should click as reissue.

CAST: Judy Garland, Frank Morgan, Ray Bolger, Bert Lahr, Jack Haley, Billie Burke, Margaret Hamilton, Charley Grapewin, Pat Walshe, Clara Blandick, Toto, Singer Midgets. Produced by Mervyn LeRoy; directed by Arthur Fleming.

STORY: Judy Garland lives with her aunt and uncle on a Kansas farm, with Toto, her dog, and farmhands Roy Bolger, Jack Haley, and Bert Lahr. Because a mean neighbor, Margaret Hamilton, aims to destroy her dog, she runs away, meeting a "Professor Marvel," Frank Morgan, who sends her home. A cyclone hits the spot. Too late to get into the storm cellar with the others, she goes into the house, is struck on the head by a window, falls on her bed, dreaming the tale which unfolds, the story of Oz, the Good Witch, Billie Burke; the Bad Witch, Margaret Hamilton; the Scarecrow, Bolger; the Tin Man, Haley; the Cowardly Lion, Lahr; and how the latter three, with herself, travel to the Wizard so that she can get home, the Scarecrow a brain, the Tin Man a heart, and the Lion courage. Their adventures culminate in Garland destroying the Bad Witch, getting the broom which the Wizard had demanded before he would grant the requests. Garland comes back to Kansas, and her friends and family think she had had a bad dream.

X-RAY: When first reviewed in THE SERVISECTION of August, 1939, it was said: "This is a fine production. It should be a 'must' on anyone's list and should bring into theatres many who never came before. It is picture-making at its highest point into which MGM poured its best talents. Based on 'The Wizard Of Oz' by L. Frank Baum, from every angle this is tops. In short, this is a show that belongs in the industry's front rank. It offers everything that an outstanding picture demands. There are many songs by Harold Arlen and E. Y. Marburg."

TIP ON BIDDING: Better reissue price.

AD LINES: "One Of Our Best Known Fairy Tales Now On The Screen With An All-Star Cast"; "Brought Back For A New Generation's Enjoyment"; "One Of The Screen's Big Hits Returns To Charm You Anew."

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PARAMOUNT

Ulysses (5503)

MELODRAMA
104M.

(Color by Technicolor)
(Filmed in Italy) (English-dubbed)

ESTIMATE: Filmization of epic work has angles for regulation as well as for art and specialty spots.

CAST: Kirk Douglas, Sylvana Mangano, Anthony Quinn, Rossana Podesta, Sylvio, Daniel Ivernee, Jacques Dumesnil, Franco Interlenghi. Directed by Mario Camerini; produced by Dino De Laurentiis and Carlo Ponti, in association with William W. Schoor.

STORY: The 10-year-old Trojan war ended in victory for the Greeks via the "Trojan horse" strategy of "Ulysses," as played by Kirk Douglas. All return home except Douglas, his wife, Queen Sylvana Mangano, holds off more than a dozen pressing suitors who would marry her, convinced that Douglas is dead. Their young son, Franco Interlenghi, is powerless against them. On the shores of an island, princess Rossana Podesta and her maidens discover the body of Douglas washed ashore. He regains his health with care but his memory seems gone. Podesta grows to love him, but before a marriage is consummated, he recalls his identity, how he was washed ashore during a wild storm and how, before that, the encounter he and his men had with the one-eyed monster Polyphemus, how they got through the Sea of the Sirens, and his adventure with enchantress Circe. His identity established, he has a ship take him the short distance home. Meanwhile, another suitor, Anthony Quinn, has appeared and impressed Mangano, and she is forced to set a date for choosing a groom who shall emerge from a series of games. Douglas arrives disguised as a beggar and only confides his real identity to his son. At the games, he reveals his identity and proves he is still king and best man by killing all who would have taken his place. He and his family are reunited to rule in peace in the future.

X-RAY: The filmization of Homer's Odyssey is an impressive work filled with adventure, plenty of action, colorful and unusual settings, and is aided considerably by special effects and unusual situations. It can play in regulation houses with selling and, assisted by the presence of Kirk Douglas, it can also play the art and specialty spots by virtue of the subject matter. Whichever, it has plenty of selling angles. The story is pretty interesting throughout and the cast does well, with the direction and production good. Technicolor provides help in the presentation. The fact that this is dubbed is something that may be forgotten after the film gets underway and audiences get a chance to become interested in the yarn. The screen play is by Franco Brusati, Mario Camerini, Ennio de Concini, Hugh Gray, Ben Hecht, Ivo Perilli, and Irwin Shaw.

TIP ON BIDDING: Depending on individual situation.

AD LINES: "A Classic Of Adventure, Thrills, And Violent Romance"; "There Never Was A Man Like Ulysses—Loved By All Women And Hated By Most Men"; "Adventure After Adventure For 10 Long Years Made A Man Long For Home And His Beautiful Wife."

We're No Angels (5414)

COMEDY
105M.

(VistaVision)
(Color by Technicolor)

ESTIMATE: Highly amusing comedy.

CAST: Humphrey Bogart, Aldo Ray, Peter Ustinov, Joan Bennett, Basil Rathbone, Leo G. Carroll, John Baer, Gloria Talbott, Lea Penman, John Smith, Louis Mercier, George Dee. Produced by Pat Duggan; directed by Michael Curtiz.

STORY: Three convicts, Humphrey Bogart, Peter Ustinov, and Aldo Ray, and the latter's pet snake escape from Devil's Island on Christmas Eve. Until they can obtain money, clothes, and papers, they decide to remain within sight of the prison in Cayenne among hundreds of other prisoners on parole. They deliver a letter to Leo G. Carroll, manager of the local general store, owned by Basil Rathbone. They convince Carroll to permit them to repair the leaky roof, figuring to take what they need when they are ready to leave and cut any throats that needed cutting. Confused and absent-minded Carroll, who has made a mess of the accounts and fears Rathbone's arrival any day, agrees to their proposal. The three are taken with Carroll's wife Joan Bennett and daughter Gloria Talbott, the latter in love with Rathbone's nephew and heir John Baer. They are invited to have Christmas dinner. Rathbone arrives unexpectedly and announces he wants to inspect the books before Bogart can get a chance to alter them. He makes himself so obnoxious that everyone is happy when Ray's snake kills him in his sleep. Bogart writes a will dividing all between Carroll and Baer, but the latter destroys the document. He also refuses to consider marrying Talbott, and they consider the snake treatment for him but he is bitten entirely on his own while going through his uncle's effects. They decide that newly arrived young and handsome doctor John Smith is just right for Talbott and send him in to comfort her. Dressed in regular clothes and with the right papers, they are ready to leave, but escape from the island has lost its zest and they decide to return to prison and keep an eye on the Carroll family.

X-RAY: Containing lots of charm, a number of amusing situations, scenes, and humorous dialogue, this entry, based on a play by Albert Husson, has much to offer audiences in the way of entertainment. A number of selling angles are also to be found as well as a highly saleable cast that performs in fine fashion. The story develops at a leisurely pace and interest is kept on high pretty much throughout. Direction and production are good. Where adult comedy and satire go, this should be successful. Song credits include "Sentimental Moments" and "Ma France Bien-Aimee." The screen play was written by Ranald MacDougall.

TIP ON BIDDING: Higher rates, depending on situation.

AD LINES: "They Admitted They Were No Angels But Had Lots Of Fun Getting Their Wings"; "Lots Of Fun For Everyone In This Amusing Tale Of Three Badmen Who Find Crime Pays Off In A Different Way"; "Chuckle Your Blues Away With This Filmization Of A Comedy Play Success."

You're Never Too Young (5515)

COMEDY
102M.

(VistaVision)
(Color by Technicolor)

ESTIMATE: Better Martin and Lewis comedy.

CAST: Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch, Raymond Burr, Mitzi McCall, Veda Ann Borg, Margery Maude, Romo Vincent, Nancy Kulp, Milton Frome, Donna Percy, Emory Parnell, James Burke, Tommy Ivo, Whitey Haupt, Mickey Finn, Peggy Moffitt, Johnstone White, Richard Simmons, Louise Lorimer. Produced by Paul Jones; directed by Norman Taurog.

STORY: Raymond Burr, notorious jewel thief, murders a man in a hotel and steals a fabulous diamond. As police arrive, he plants it in the pocket of Dean Martin, instructor at a fashionable girls' school, who is winding up his vacation prior to returning to the school with another teacher, fiancee Diana Lynn. Martin decides to get a hair cut in the hotel barber shop, and since the regular barber is out to lunch, apprentice Jerry Lewis takes over and almost ruins him. Burr decides to plant the stone on Lewis and sends him out to wife Veda Ann Borg. She tries picking his pocket as Burr arrives. Borg thinks she is triumphant but winds up with a wad of bubble gum. Burr takes off after Lewis. At the station, Lewis is forced to buy a child's half-fare ticket due to a shortage of funds. To avoid both the conductor and Burr, he ducks into Lynn's compartment. She thinks he is a child and permits him to stay. At the station, Nina Foch, in love with Martin, finds Lewis in Lynn's compartment and jumps to conclusions, but Martin smooths this out with the school board. Foch invites Lewis to stay at her home for the weekend with a younger brother, hoping to get more evidence. He has a time with the girls at school and Burr in the background. A final chase scene has them taking in all sorts of stunts over a tricky water course with Martin assisting, and it winds up with Burr's capture and the recovery of the diamond. Martin is recalled to the Air Force and when he boards the train after kissing Lynn goodbye, he decides to get a hair cut and winds up sitting for barber Jerry Lewis.

X-RAY: Lots of laughs and a goodly number of humorous situations are to be found in this latest Martin and Lewis funfest, which shapes up as one of the best the team has turned out. It moves fast and embraces a story that is interesting, good performances, and better direction and production. Lewis gets a chance to display much talent and appears on screen practically throughout. The screen play was written by Sidney Sheldon and was suggested by a play by Edward Childs Carpenter from a story by Fannie Kilbourne. Tunes heard include "Simpatico," "Love Is All That Matters," "I Know Your Mother Loves You," "Relax-Ay-Voo," "I Like To Hike," "Every Day Is A Happy Day."

TIP ON BIDDING: Higher rates.

AD LINES: "'You're Never Too Young' Or Too Old To Have Some Real Fun With Martin And Lewis"; "Chase Your Blues Away—Catch Dean Martin And Jerry Lewis At Play"; "Fun For Old And Young Alike As The Big Girls Think Jerry Lewis Is A Little Boy And The Little Ones Think He Is A Big Boy."

REPUBLIC

City Of Shadows (5436)

MELODRAMA
69M.

ESTIMATE: For the lower half.

CAST: Victor McLaglen, John Baer, Kathleen Crowley, Anthony Caruso, June Vincent, Richard Reeves, Paul Maxey, Frank Ferguson, Richard Travis, Kay Kuter, Nicolas Coster, Gloria Pall, Fern Hall. Associate producer, William J. O'Sullivan; directed by William Witney.

STORY: Victor McLaglen, larcenous but kind-hearted old thug, is placed in power in the underworld by the maneuverings of John Baer, a lad with brains, whom he puts through law school. Baer, however, after meeting Kathleen Crowley, sister of a school mate, Nicolas Coster, decides to go straight and works out a protection and insurance service that would keep all on the right side of the law. McLaglen pretends to go for the idea, but all the while is double crossing Baer with his gang of racketeers. When the district attorney and his men get wise to McLaglen, Baer wises up to the double cross. McLaglen agrees to give himself up, but postpones it to start Baer and Crowley on their honeymoon by escorting him to his lodge atop a mountain reached via a ski lift. To save themselves, his own mobsters give chase and shoot it out with him on the snow covered mountain. McLaglen is killed, but not before he shoots the thugs.

X-RAY: This racketeering meller suffers more from its screen play by Houston Branch than anything else. The early portion of the film is entirely too talkie, there is too much legal mumbo jumo, etc., but action and suspense do manifest themselves in the last two reels. Direction is fair and the low budget production is readily discernible. Performances are adequate, with John Baer showing the most promise.

AD LINES: "The Baby-Face Mouthpiece —His Legal Education Came From Slot Machines And Law School"; "Their Business Was Legitimate Because The Law Couldn't Touch Them"; "Out Of The Gutter And Back Into It."

Don Juan's Night Of Love (5435)

MELODRAMA
71M.

(Italian-made)
(Dubbed English dialogue)

ESTIMATE: Uneven import with some selling angles.

CAST: Raf Vallone, Silvana Pampanini, Michele Philippe, Jacques Castelot, Roland Armontel, Giulio Donnini, Gualtiero Tumiati. Produced by Niccolo Theodoli; directed by Mario Soldati.

STORY: Raf Vallone, a soldier in the French army, is forced to desert when he talks against Madam Pompadour. He takes refuge in the castle of Prince Gualtiero Tumiati, an enemy of the French king. Vallone journeys to an inn where he meets its owner, Silvana Pampanini, and a band of smugglers. After leading the band in a raid on the Superintendent of Customs, Vallone becomes a popular hero and manages to unite the smugglers of the vicinity into an army. Befriending nobleman Roland Armontel, Vallone wins the trust of Tumiati, with the castle being converted into a storehouse for the smuggled goods. When Tumiati dies, Superintendent of Customs attempts to seize the castle but is captured by Vallone's men. Michele Philippe (Madame Pompadour) was to have been received by the Superintendent at the castle. Vallone, disguised as the Superintendent, is on hand for the arrival of Philippe. When the deception is discovered, Philippe orders troops to capture Vallone who has fled to Pampanini's inn. French troops cross the border illegally and with the help of a betrayer manage to capture Vallone. He is condemned to death but escapes. Vallone uncovers his betrayer and gives him his just punishment. Philippe is also in the castle with Pampanini, who has come to plead for her lover's life. Philippe recognizes the border violation and pardons Vallone who promptly departs for Italy with Pampanini.

X-RAY: This entry is best suited for art and specialty audiences, but it may also serve in some action spots. The film is mildly entertaining, but on occasions tends to drag. Acting and direction are satisfactory, with production being fair. Pampanini's appeal and the entry's title, which is somewhat misleading, can be used for exploitation. The dubbing is

good. Written by Mario Soldati, Vittorio Nino Novarese, Giorgio Bassani, and Augusto Frassineti.

AD LINES: "When He Stormed Castles —Kings Trembled . . . And Women Dared To Dream"; "No Castle Wall Could Stop Him . . . No Woman Could Resist Him"; "History's Prince Of Lovers."

The Road To Denver (5406)

WESTERN 90M.

(Trucolor)

ESTIMATE: Okeh western.

CAST: John Payne, Mona Freeman, Lee J. Cobb, Ray Middleton, Skip Homeier, Andy Clyde, Lee Van Cleef, Karl Davis, Glenn Strange, Buzz Henry, Daniel White, Robert Burton, Anne Carroll, Tex Terry. Directed by Joe Kane.

STORY: Cowhand John Payne is always getting his hot-headed brother Skip Homeier out of trouble. They break up, going separate ways. Payne is offered a job by livery stable owner Ray Middleton, and he does alright with the position as well as with his daughter, Mona Freeman. Homeier gets a job with saloon owner and underworld boss Lee J. Cobb. Payne tries to warn him and even offers him half of his interest in a stage coach line being started by Middleton and himself, but he prefers to remain with Cobb. The latter learns of a large gold shipment to be made on the initial run to Denver and uses Homeier as a hostage to force Payne to turn over the gold after guessing the relationship between the two. Payne pretends to go along but tricks Cobb, after which there is a showdown with Cobb killed and several others killed or wounded. There is a contest between the two brothers, but Homeier finds that he cannot shoot Payne. The feud between the two seems to be over. Payne and Freemen wed.

X-RAY: This should win approval of most western fans with some action, gunplay, intrigue, and a fairly interesting story, okeh performances, and average direction and production. It should make up well on the program. The screen play is by Horace McCoy and Allen Rivkin, based on a Saturday Evening Post story by Bill Gulick.

AD LINES: "Brothers Face To Face And Gun Against Gun"; "An Action-Packed Yarn Of Men Fast On The Draw"; "Thrilling Adventure . . . Fast-Moving Action . . . Gunsmoke On The Wide-Open Range . . . All On 'The Road To Denver'."

UNITED ARTISTS

Not As A Stranger

DRAMA 135M.

(Kramer)

ESTIMATE: Highly-touted filmization of popular best-seller should wind up in the better money.

CAST: Olivia de Haviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford, Myron McCormick, Lon Chaney, Jesse White, Harry Morgan, Lee Marvin, Virginia Christine, Whit Bissell, Jack Raine, Mae Clarke. Produced and directed by Stanley Kramer.

STORY: Robert Mitchum, intense young medical student, has a passionate desire to become a doctor. His close friend, Frank Sinatra, another student, and Olivia de Haviland, head operating nurse, understand and appreciate his intentions. When the bursar threatens to expel him unless he can pay his tuition bill, he goes to his drunkard father, Lon Chaney, for the money left him by his mother, only to find that he has spent it. With the help of his professor, Broderick Crawford, he is able to get an extension. He learns that de Haviland has saved a bit of money, and he courts her although he is not in love with her. She offers to pay his tuition after they are married. He sees, during internship, the body of his father, victim of an accident. He goes to practice in a small town as the assistant to long-established Dr. Charles Bickford, while de Haviland gives up nursing to make a home and hope for a family. One of those he meets on his calls is Gloria Grahame, to whom he is attracted. Mitchum also discovers that Bickford has a serious heart condition and that Dr. Myron McCormick, director of the hospital in the area, is inept and uncaring. De Haviland sees Sinatra, who gives her an examination and reports that she is pregnant, a condition she hides from Mitchum. Sinatra finally informs him and when he tries to approach de Haviland, she sends him away. Bickford collapses and Mitchum orders an emergency operation. He makes a miscalculation and Bickford dies. He is broken at losing a friend and because he finally made a mistake and turns towards home and de Haviland, who sees that he has a definite need of her and comforts him.

X-RAY: Here is an absorbing drama that has much to offer. To exhibitors it offers a chance for big returns since the public has been saturated by both the novel, a top best-seller, and by the campaign on the film which has been reaching record proportions both as to expenditures and as to the wideness of the coverage in the various media. To the public it offers a dramatic, highly interesting dramatization of a literary work. Interest is kept on high throughout the running time with story, performances, direction and production in the better category. There is also some medical footage inserted judiciously which should get definite reaction, as should some quips and statements on the practices of the medical profession generally. Incidentally, there should be a great deal of word-of-mouth discussion on whether the film follows the book, which it doesn't exactly, and on whether the casting was appropriate, with comments pro and con. Particularly good are Sinatra, de Haviland, Crawford, and Bickford. The screen play was written by Edna and Edward Anhalt, based on the novel by Morton Thompson. There is a song heard as background music, "Not As A Stranger." This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher rates.

AD LINES: "He Had A Desire To Be A Doctor And Nothing Nor No One Could Stop Him"; "One Of The Biggest Best-Sellers Of All Time Brought To The Screen By A Top Director-Producer Using The Best Cast Possible"; "There Has Never Been Entertainment Like This."

WARNERS

The Dam Busters (420)

MELODRAMA 102M.

(English-made)

ESTIMATE: Highly interesting war entry.

CAST: Richard Todd, Michael Redgrave, Ursula Jeans, Basil Sydney, Patrick Barr, Ernest Clark, Derek Farr, Charles Carson, Stanley Van Beers, Colin Tapley, Raymond Huntley. Directed by Michael Anderson.

STORY: In London in 1942 scientist Michael Redgrave conceives of a way to destroy Germany's Rhur dams. Redgrave submits his plan to the Air Ministry and after much difficulty it is accepted. Redgrave now begins experimentation in an attempt to make the bomb. Wing Commander Richard Todd is chosen to organize and train a special group. Since the bombs must be dropped at a specific distance and a specific height from the dam wall, the flying group must practice low altitude night flying until they reach a degree of perfection. After many complications are finally worked out, the planes depart on schedule. Arriving at the targets, they encounter heavy flack and have difficulty in dropping the bombs at the desired spot, but finally succeed in destroying the dams.

X-RAY: This off-beat war entry is presented in a factual and convincing style, the result being good entertainment for art and specialty audiences and okeh in some regulation houses. In addition to a fine story that maintains an element of suspense throughout, the film encompasses good performances, direction, and production, with a nod to the special effects department. Screen play is by R. C. Sherriff, based on the book by Paul Brickhill and on Wing Commander Gibson's "Enemy Coast Ahead."

AD LINES: "They Were Prepared To Give Their Lives . . . For A Job That Had To Be Done"; "It Was Impossible. No One Could Do It . . . But They Would Risk Their Lives In The Attempt"; "A Scientist, A Group Of Airmen, And A War To Be Won."

Land Of The Pharaohs (419)

HISTORICAL DRAMA 106M.

(CinemaScope) (WarnerColor)

(English-made)

ESTIMATE: Highly interesting entry.

CAST: Jack Hawkins, Joan Collins, Dewey Martin, Alexis Minotis, James R. Justice, Luisa Boni, Sydney Chaplin, James Hayter, Kerima, Piere Giagnoni. Produced and directed by Howard Hawks.

STORY: In 2900 B.C., Pharaoh Jack Hawkins returns from the wars with tremendous treasure and decides to concentrate on begetting an heir with Kerima and on building a tamper-proof tomb to house himself and his treasure in the life hereafter. He asks captive James Robertson Justice to submit an idea, which he likes, and he agrees to let his people go if he will build it for him although he himself must die because he will know the secret of the tomb. He issues a call and thousands heed it and come to labor for years on the huge pyramid. Meanwhile, from one of his satellites, comes Princess Joan Collins, who doesn't bring any tribute but herself. Hawkins makes her his second wife. She desires his vast treasure and plots with captain of the guard Sydney Chaplin to get it after becoming Queen of Egypt. Justice is going blind and has to rely on son Dewey Martin to read the blueprints, knowing that he too may die when the work is completed. Collins and Chaplin engineer the death of Kerima as well as that of Hawkins. High priest Alexis Minotis informs Collins that before she can become queen, she must participate in the burial service in the pyramid and sets Justice and his people free. Once inside the pyramid, Minotis sets the sealing mechanism in motion and Collins and other faithful followers of Hawkins remain buried alive with their king. Justice and his freed people head for home.

X-RAY: The hero of this film seems to be a pyramid on the sands of Egypt and its builders, and the way it is erected is highly interesting while the thousands in the cast make for a very impressive presentation. The story itself is interesting and its off-beat setting and historical background adds to the overall effect

while the cast offers good performances and the direction and production are in the better class. The use of color and CinemaScope is appropriate and provides an assist. The screen play was written by William Faulkner, Harry Kurnitz, and Harold Jack Bloom. This bears a Legion of Decency "B" rating. This was filmed in Egypt and Italy.

TIP ON BIDDING: Higher rates.

AD LINES: "A Cast Of Thousands Made This Startling Film Possible"; "There Never Has Been A Film Like This With Its Thousands Of Cast Members . . . Its Colorful Spectacle . . . Its Adventurous Settings"; "A Great Adventure Brought To The Screen In CinemaScope And In WarnerColor."

ENGLISH FILMS

Appointment In London

MELODRAMA 96M.

(Associated Artists)

(English-made)

ESTIMATE: Fair entry on British Air Force.

CAST: Dirk Bogarde, Ian Hunter, Dinah Sheridan, Bill Kerr, Bryan Forbes, William Sylvester, Charles Victor, Anne Leon, Walter Fitzgerald, Terence Longden. Produced by Aubrey Baring and Maxwell Setton. Directed by Philip Leacock.

STORY: In 1943, the British Bomber Command was trying to knock out Germany from the air, and Wing Commander Dirk Bogarde had more than done his share, flying almost 90 missions and not wanting to stop until he did reach that figure. He and several of his men are told that they have an appointment in London to receive decorations for their bravery in the near future. Enroute for a celebration, they meet Dinah Sheridan, an attractive girl widowed early in the war and now a naval intelligence officer. She and Bogarde are attracted to each other. When a particularly big raid is scheduled, Bogarde is told he must remain behind, but when one of the aircraft has an accident at the last minute, he transfers the crew to his plane and takes off, taking over command when the commander is shot down. They return and he is reprimanded in not too harsh a way and transferred out of the country Sheridan promises to wait for him.

X-RAY: There are some good background shots of a bomber squadron in action, as well as revealing scenes in the air and on the base. The story is of average interest and the cast, direction, and production are okeh. It can either go in the art and specialty spots or on the lower half in some situations. The screen play is by John Woolridge and Robert Westerby.

AD LINES: "They Played Hard On The Ground And Fought Tough In The Air"; "He Had An Appointment With A Girl And Destiny"; "Nothing Could Stop His Reaching London At The Right Time For The Right Girl."

MISCELLANEOUS

Burlesque Follies

BURLESQUE 57M.

(Exclusive Films)

ESTIMATE: Satisfactory for burlesque spots.

CAST: Aleene, Lotus Wing, Pat Dorsey, Hillary Dawn, Peggy Bond, Mickey Kidwell, Eileen DuPre, Loucielle Hodges.

STORY: Seen is the actual stage show at the "Follies of Los Angeles." The show opens with a square dance number performed by the chorus. Mickey Kidwell, in abbreviated costume, does a strip dance. Next is a comedy skit, followed by a dance by Lotus Wing. A crooner vocalizes while the chorus does a Latin routine. Hillary Dawn is the next performer. This is followed by a shell-game comedy routine. Peggy Bond engages in a stripping act. German accented comedians now appear in an army skit. Pat Dorsey follows this with a dance. The chorus does a can-can dance. Eileen DuPre does a dancing strip. The show is concluded with each performer being introduced.

X-RAY: This entry has some diversity and will be adequate in burlesque spots and other suitable houses. The comedy routines are in keeping with burlesque tradition.

AD LINES: "A Complete Burlesque Show For The Price Of A Movie Ticket"; "Gals Galore . . . And What Gals!"

Naked Amazon

DOCUMENTARY 70M.

(Times)

(Color) (Filmed in Brazil)

ESTIMATE: Exploitable documentary will draw mixed reactions.

CREDITS: Produced, photographed, and directed by Zygmunt Sulistrowski; co-producers Vincent Bejtman, Charlotte P. Rose.

STORY: Five men and two women set out to explore the uncharted area of the dreaded Matto Grosso and to seek a legendary band of Indians in the interior after taking in the annual carnival in Rio de Janeiro with all its color, dancing, and pretty girls. They set out across treacherous waters and swamps, amidst snakes and crocodiles. One is wounded and while awaiting help battles a boa constrictor by hand and wins. They escape a charge of water buffalo; a jaguar is hunted and killed. They are forced to ride through shallow waters loaded with hundreds of vicious crocodiles who attack the boats and overturn one with the occupants barely escaping with their lives. Huge spider webs are seen, as well as a battle between female spiders. They come across the Indian tribe and find them friendly, with the unclad women seen at work, the youngsters at play, and the men hunting and spear fishing. A secret funeral service is filmed with attendant dances and ceremonies recorded. Seen too is one of the women attacked by an anaconda snake and her rescue by a male crew member. The expedition winds up a year later at Rio de Janeiro just in time for the carnival again.

X-RAY: A number of sequences in this documentary are highly interesting and suspense-filled, with much of interest passing before the cameras. With proper selling and exploitation, this colorfully-filmed entry of the Brazilian interior could give a good account of itself box-officewise. Little-seen shots of animals attacking humans add to the excitement, as do those of beasts not often seen so closely by humans. Whether or not bare-bosomed footage of female native Indians are an attraction or a hindrance depends on the individual theatre situation, and bookings should be guided accordingly as there is quite a bit of such film in the overall feature. It makes a questionable addition to the program in view of the current objections being raised by various groups. The narration was written by Herb Meadow, Jan Lechon and E. Egan.

AD LINES: "Raw . . . Authentic . . . Real . . . "; "Astounding . . . Authentic . . . Awesome"; "The True-Life Safari Into A Sudden-Death Land Of Terror."

The Shorts Parade

TWO REEL

Documentary

BRITAIN'S CHOICE. British Information Service. 13½m. The film illustrates the assembly of the M.P.'s for the first meeting of the House after a General Election and the election of the Speaker. The destruction of the old House during the war is shown and its replacement by the new British House of Parliament, with opening day ceremonies being attended by King George VI. The short describes how a general election is conducted and shows scenes of campaigning, canvassing, and speechmaking. When the election is decided the new M.P.'s meet in session, and they are summoned in a traditional ceremony to the place when the Queen will speak. GOOD.

THE QUEEN'S NAVY. British Information Service. 20m. The film deals with the Royal Navy of today, its ships, and its men. Shown are scenes of sailors being trained and readied for their life in the British Navy. British Marines are also shown performing maneuvers that require skill and courage. Aboard British ships, men are seen at their jobs. The navy research department is observed performing experiments that will result in better ships and equipment. GOOD.

Color Nature Study

ARIZONA SHEEPDOG. Walt Disney—Buena Vista. 21m. This gorgeous Technicolor short follows the long trek of Arthur Allen and his border collies, Nicky and Rocky, who drive a herd of sheep from Arizona's Navaho country to the high meadows of the San Francisco peaks. The manner in which the dogs herd the strays, one even fighting off a mountain lion, is not only interesting but remarkable and thrilling to watch. Photography is by Gordon Avil; narration by Rex Allen; music by Wiliam Lava; it was written by Janet Lansburgh and Bill Wash; and produced and directed by Larry Lansburgh. EXCELLENT.

Color Travel

HIGHLAND JOURNEY. British Information Service, Technicolor. 24m. The film takes us on a tour by road, rail, and steamer through Scotland, from Edinburgh to the Isle of Skye. The route taken meets the Highlands at Killin and then goes over the wild Rannoch Moor and onward to the entrance to the Great Glen. The trip continues past lochs and mountain peaks to the shores of the Atlantic. The camera captures the varied beauty of the Scottish Highlands, with all their historical associations, and shows something of the lives of the farmers of the region. EXCELLENT.

ONE REEL

Color Cartoons

THE FIRST FLYING FISH. 20th-Fox—Terrytoons. 7m. Philip, a little fish who lives at the bottom of the sea with his catfish, dogfish, shark, and other classmates, desires to be a flying fish. His friends hear of his strange wish, and horrified, they ostracize him. Philip practices until he is able to fly, but the birds flee in terror at the sight of the flying fish. When a pelican invades the sea bottom and proceeds to scoop up Philip's ex-play-

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mates in his bill, the flying fish takes to the air and drives off the villainous bird. Philip is now a hero and the fish establish a flying school in his honor. GOOD. (5507).

LITTLE ROQUEFORT IN NO SLEEP FOR PERCY. 20th-Fox—Terrytoons. 7m. Little Roquefort is gaily enjoying the music from a car radio to the dismay of Percy Puss who is attempting to sleep. The cat takes after Roquefort and manages to imprison him between the car door frame and the window, Roquefort gets free and falls in the horn, causing it to blair out. Percy, attempting to silence the noisemaker, tears the car apart. The cat again goes after the mouse, the pair winding up in a runaway car. The car crashes and Percy, in bandages, finds himself in a hospital bed. The cat now foresees a noiseless rest, but his dream of quiet is shattered by his roommate, Roquefort, who has turned on a table radio. FAIR. (5509).

CinemaScope Color Novelty

COLORADO HOLIDAY. 20th-Fox—CinemaScope Specials. 10m. A man and his wife, accompanied by their small dog, tour Colorado by car and enjoy the state's scenic beauty. They see Denver's state capital building and then visit Mountain View Park, which is flanked by Colorado's rugged mountains. The tourists drive on mountain passes, which are narrow and winding. They observe the beauty of Pike's Peak and the surrounding country. They fish in the mountain streams. FAIR. (7511).

ISLES OF LORE. 20th-Fox—CinemaScope Specials. 10m. The island of Rhodes, where the famous Colussus of Rhodes stood in 300 B.C., is viewed. Entering through the medieval gate of St. Catherine, the tour of the island takes in the Square of Hippocrates, Street of Socrates, and the old Towers of Solomon. The color and atmosphere of this traditional isle is captured. GOOD. (7508).

LAND OF THE NILE. 20th-Fox—CinemaScope Specials. 9m. We are taken on a tour of Cairo and the historic landmarks of Egypt. Seen are the Mohammed Aly Mosque; El Ashar University, one of the oldest in the world; the Mousky Bazaar; and the ancient and awe-inspiring Sphinx and Great Pyramids. GOOD. (7506).

PUNTS AND STUNTS. 20th-Fox—CinemaScope Specials. 9m. The color camera captures the highlights of the past season's gridiron duel between Illinois and Ohio State. We are taken behind the scenes at Illinois to watch the 175 piece piece band practice for their performance at the game. They will supply music for thousands of spectators. GOOD. (7509).

Novelty

MINUTE MEN. Universal-International—Variety View. 9m. This reel is devoted to showing the working of the Civil Air Patrol giving the background, showing typical students, an operation in action during an actual flood in the mid-west, procedure and training. Tie-ups can be made on this which could insure better than average reaction and attendance. EXCELLENT. (1344).

SAFETY IS THEIR BUSINESS. RKO—Pathe Screenliner. 8m. This is the story of the Underwriters Laboratory and the way they test various products to determine if their label of safety should be put on them. The laboratory is not concerned with efficiency, but with safety from fire, casualty, and crime. In U.L. headquarters we see engineers belabor electric blankets, drop electric irons, twist cords, strain and tilt step ladders, bang television tubes, overheat pressure cookers, and burn everything from kitchen matches to a huge glass-block wall. GOOD. (54212).

Sports

DOWNHILL YACHTS. RKO—Pathe Sportscope. 8m. The Appalachian Mountain Club engages in its annual session of white water canoeing. Thin as birchbark, and many times stronger, the metal canoes ride over the rough waters of a high mountain creek. At first the ride is easy, but soon the water grows unruly. Through big rapids, which threaten to grind the boats to pieces, the paddlers pick a path, sometimes close to rocky bank, sometimes out in the center of the boiling stream. FAIR. (54311).

Color Travel

BALI. Republic—This World Of Ours. 9m. Native farming, marketing, weaving, carving, a funeral and cremation, dances and other customs are shown in Trucolor in this all too brief visit. GOOD. (5387).

ALPHABETICAL GUIDE

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SILENT RAIDERS, THE—65m.—Lippert 3885
SILVER CHALICE, THE—137m.—Warners 3891
SILVER STAR, THE—75m.—Lippert 3942
SITTING BULL—105m.—UA 3839
SIX BRIDGES TO CROSS—96m.—U-I....3907
SLEEPING TIGER, THE—89m.—Astor 3853
SMOKE SIGNAL—88m.—U-I 3916
SNOW CREATURE—70m.—UA 3871
SOLDIER OF FORTUNE—96m.—20th-Fox 3971
SO THIS IS PARIS—96m.—U-I 3871

(Continued on page 3991)

time. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office

ALLIED ARTISTS

MAY

Las Vegas Shakedown
D. O'Keefe, C. Grey

Skabenga
Jungle Documentory

JUNE

Finger Man
F. Lovejoy, P. Castle

Lord Of The Jungle
J. Sheffield, W. Morris, N. Gates

JULY

Wichita
J. McCrea, V. Miles, L. Bridges

Case Of The Red Monkey
R. Conte, R. Anderson, R. Napier
(English-made)

Spy Chasers
L. Gorcey, H. Hall, L. Davis

COLUMBIA

MAY

The End Of The Affair
D. Kerr, V. Johnson, J. Mills

Tight Spot
G. Rogers, E. G. Robinson, B. Keith

Cell 2455, Death Row
W. Campbell, M. Carr, R. Campbell

Seminole Uprising
G. Montgomery, K. Booth
(Technicolor)

JUNE

A Prize Of Gold
R. Widmark, M. Zetterling, N. Patrick
(Technicolor)

5 Against The House
G. Madison, K. Novok, B. Keith

The Petty Girl
They All Kissed The Bride
(Reissues)

JULY

It Came From Beneath The Sea
K. Tobey, F. Domergue, D. Curtis

Creature With The Atom Brain
R. Denning, A. Stevens

Chicago Syndicate
D. O'Keefe, A. Lene, P. Stewart, X. Cugat & Orch.

LIPPERT

MAY

Air Strike
R. Denning, G. Jean, D. Haggerty

Phantom Of The Jungle
J. Hall, R. Montgomery, A. Gwynne

JUNE

King Dinosaur
B. Bryant, W. Curtis

JULY

The Lonesome Trail
W. Morris, J. Agar, M. Dean, E. Buchanan

METRO

MAY

The Prodigal
L. Turner, E. Purdom, L. Calhern
(Eastman Color)
(CinemaScope)

The Marauders
D. Duryea, J. Richards, K. Wynn
(Eastman Color)
(Print by Technicolor)

JUNE

Love Me Or Leave Me
D. Day, J. Cagney
(Technicolor)
(CinemaScope)

Moonfleet
S. Granger, V. Lindfors, G. Sanders
(Eastman Color)
(CinemaScope)

JULY

Interrupted Melody
E. Parker, G. Ford
(Eastman Color)
(CinemaScope)

The Cobweb
L. Bacall, C. Boyer, R. Widmark
(Eastman Color)
(CinemaScope)

The Wizard Of Oz
Re-issue

PARAMOUNT

MAY

Strategic Air Command
J. Stewart, J. Allyson
(Technicolor)
(VistaVision)

JUNE

The Far Horizons
F. MacMurray, C. Heston, D. Reed
(Technicolor)
(VistaVision)

Hell's Island
J. Payne, M. Murphy, F. L. Sullivan
(Technicolor)
(VistaVision)

JULY

The Seven Little Foys
B. Hope, A. Clark, G. Tobias
(Technicolor)
(VistaVision)

RKO

MAY

Bringing Up Baby
I Remember Mama
(Reissues)

Quest For The Lost City
D. and G. Lamb
(Made in Guatemala)
(Color)

JUNE

Son Of Sinbad
D. Robertson, S. Forrest, V. Price, L. St. Cyr
(Technicolor)
(SuperScope)

Wakamba
E. M. Queeny
African Documentary
(Technicolor)

The Big Street
(Reissue)

JULY

Pearl Of The South Pacific
V. Mayo, D. Morgan, D. Farrar
(Technicolor)
(Superscope)

REPUBLIC

MAY

Santa Fe Passage
J. Payne, F. Domergue, R. Cameron
(Trucolor)

The Eternal Sea
S. Hayden, A. Smith, D. Jagger

Don Juan's Night Of Love
R. Valcone, S. Pampanini
(Italian-made; Dubbed in English)

JUNE

Flame Of The Island
Y. DeCarlo, Z. Scott, H. Duff
(Trucolor)

Double Jeopardy
R. Cameron, G. Robbins

The Green Buddah
W. Morris
M. Germoine
(English-made)

JULY

The Road To Denver
J. Payne, M. Freeman, L. J. Cobb
(Trucolor)

City of Shadows
V. McLaglen
R. Crowley

Lay That Rifle Down
J. Canova, R. Lowery

Mystery Of The Black Jungle
L. Barker, J. Maxwell

20th-FOX

MAY

Daddy Long Legs
F. Astaire, L. Caron, T. Moore
(DeLuxe Color)
(CinemaScope)

That Lady
O. DeHavilland, G. Roland, D. Price
(Color)
(CinemaScope)
(Made in England)

The Adventures Of Sadie
J. Collins, K. More, G. Cole
(Color)

JUNE

The Magnificent Matador
M. O'Hara, A. Quinn
(Technicolor)
(CinemaScope)

Soldier Of Fortune
C. Gable, S. Hayward
(DeLuxe Color)
(CinemaScope)
(Made in Hong Kong)

The Seven Year Itch
M. Monroe, T. Ewell
(Color by DeLuxe)
(CinemaScope)

JULY

A Life In The Balance
R. Montalban, A. Bancroft, L. Marvin
(Made in Mexico)

The Living Swamp
Okenfenokee Swamp nature study
(DeLuxe Color)
(CinemaScope)

How To Be Very, Very Popular
B. Grable, R. Cummings, S. North
(DeLuxe Color)
(CinemaScope)

House Of Bamboo
R. Stack, S. Yamaguchi, R. Ryan
(DeLuxe Color)
(CinemaScope)
(Made in Japan)

UNITED ARTISTS

MAY

The Tiger and The Flame
Mehtab
(Made in India)
(Technicolor)
(Modi)

Kiss Me Deadly
R. Meeker, P. Stewart, C. Leachman
(Parklane)

Robbers' Roost
G. Montgomery, R. Boone, S. Findley
(Color)
(Made in Mexico)
(Goldstein)

Top Of The World
R. Robertson, F. Lovejoy, E. Keyes
(Baird-Foster)

JUNE

The Big Bluff
J. Bromfield, M. Vickers,
(Wilder)

The Sea Shall Not Have Them
M. Redgrave, D. Bogarde,
(English-made)
(Angel)

Summertime,
K. Hepburn, R. Brazzi,
(Technicolor)
(Made in Italy)
(Lopert)

Break To Freedom
A. Steel, J. Warner
(English-made)
(Angel)

JULY

Othello
O. Welles, S. Cloutier, M. MacLiammoir
(Made in Europe)
(Welles)

Not As A Stranger
R. Mitchum, O. DeHavilland, F. Sinatra, G. Grahome
(Kramer)

U.-INT.

MAY

Revenge Of The Creature
J. Agar, L. Nelson, J. Bromfield
(3-D and 2-D)

Cult Of The Cobra
R. Domergue, R. Long, M. Thompson

The Looters
R. Calhour, J. Adams, T. Gomez

JUNE

This Island Earth
J. Morrow, F. Domergue, R. Reason
(Technicolor)

Abbott and Costello Meet The Mummy
B. Abbot, L. Costello, M. Windsor

The Man From Bitter Ridge
L. Barker, M. Corday, S. McNally
(Eastman Color)

JULY

Ain't Misbehavin'
R. Calhoun, P. Laurie, J. Carson
(Technicolor)

Foxfire
J. Chandler, J. Russell, D. Duryea
(Technicolor)

The Purple Mask
T. Curtis, C. Miller, D. O'Herlihy
(Technicolor)
(CinemoScope)

WARNERS

MAY

Jump Into Hell
J. Sernas, K. Kasznor, A. Moss

Strange Lady In Town
G. Garson, D. Andrews, C. Mitchell
(WarnerColor)
(CinemaScope)

JUNE

The Sea Chase
J. Wayne, L. Turner, D. Farrar
(WarnerColor)
(CinemaScope)

Tall Man Riding
R. Scott, D. Malone, P. Castle
(WarnerColor)

JULY

Land Of The Pharaohs
J. Hawkins, J. Collins
(WarnerColor)
(CinemaScope)

The Dam Busters
R. Todd, M. Redgrave
(English made)

Mister Roberts
H. Fonda, J. Cogney, B. Palmer
(WarnerColor)
(CinemoScope)

OBSERVATIONS

July 4—Independence Day

MOON PHASES

	1 Quater	2 Full	3 Last	4 New
JUNE	26	5	13	19
JULY	26	5	12	19

FILMAKERS

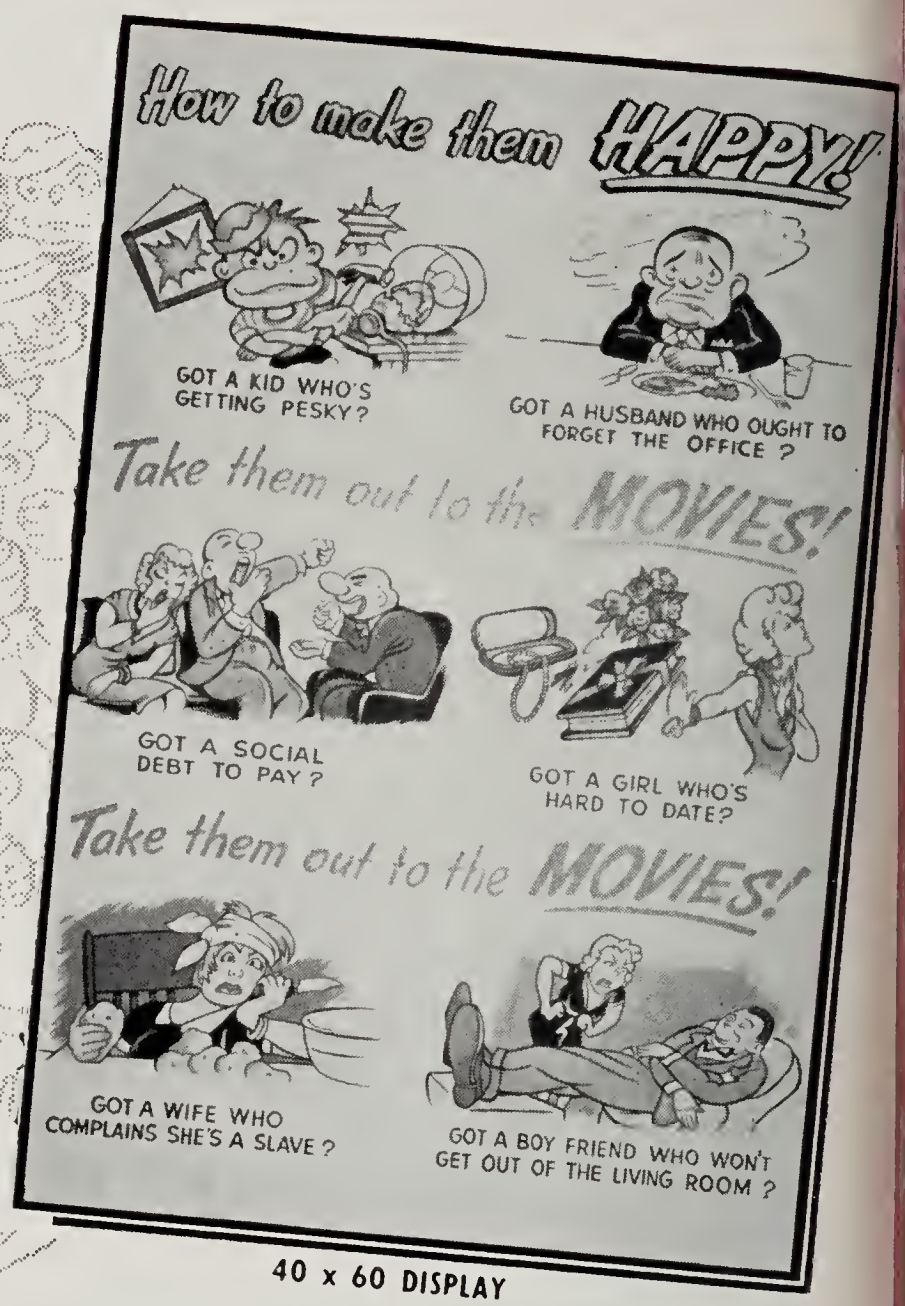
May—Mad At The World—F. Lovejoy, C. O'Donnell

HAILED BY THE INDUSTRY!

"TAKE THEM OUT TO THE MOVIES"

FULL COLOR PROMOTIONAL DISPLAYS

30 x 40 DISPLAY



40 x 60 DISPLAY

- In Lobbies, Out Front and Away-From Theatre
- In Store Windows and Inside Stores
- In Parking Garages and Lots
- In Hotels and Restaurants
- In conjunction with Contests and Special Exploitation on Specific Pictures

AVAILABLE NOW FROM

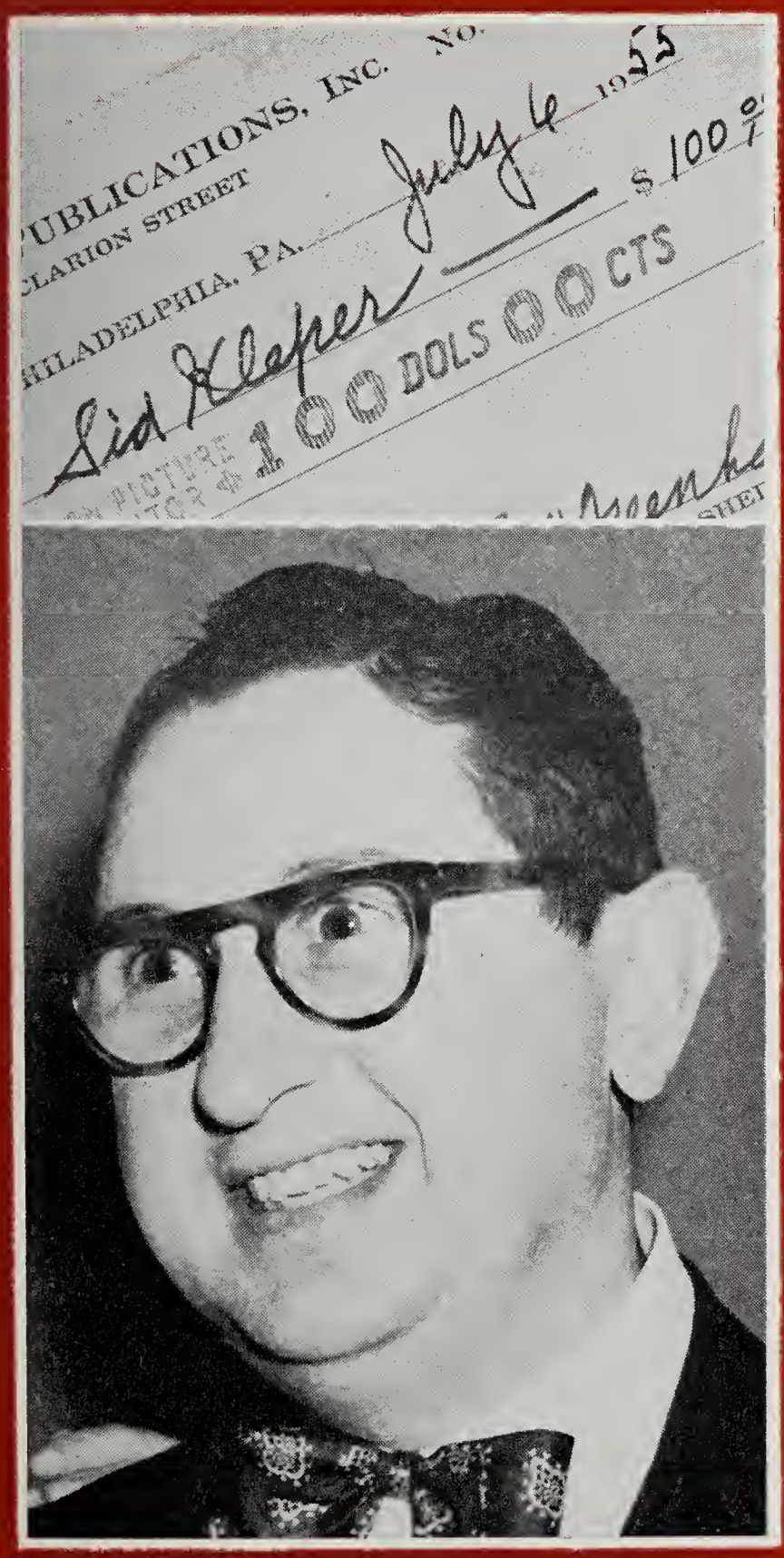
NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

MOTION PICTURE

EXHIBITOR

JULY 6, 1955 VOLUME 54 NUMBER 10

IN TWO SECTIONS • THIS IS SECTION ONE



"Fast Buck . . . And Slow Death"

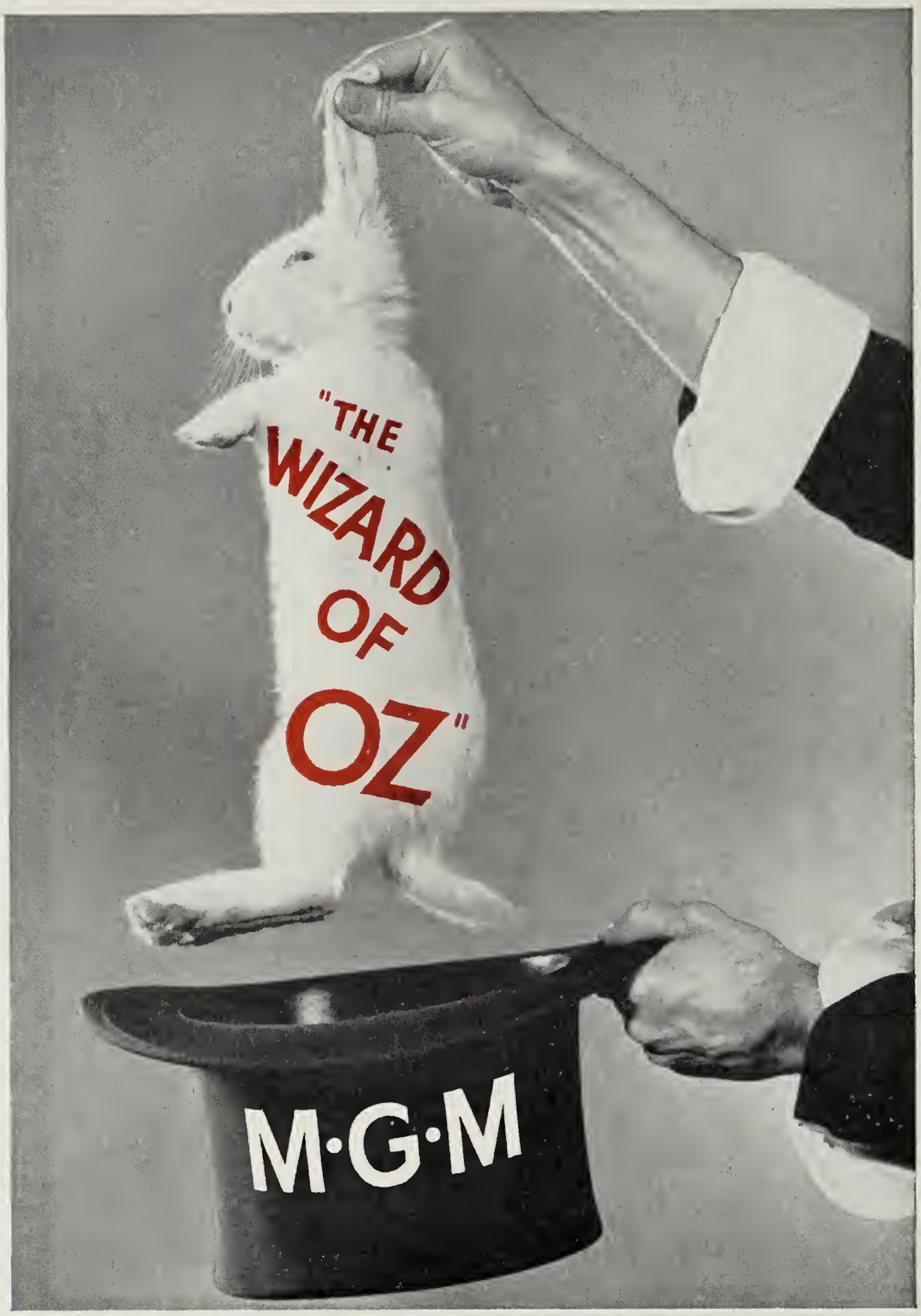
(editorial)

Ohio Censorship Killed By Senate

(page 8)

AND FEATURING: STUDIO SURVEY

Sid Kleper, Loew's College, New Haven, was the happy recipient of the first $100 SHOWMANSHIP SWEEPSTAKES prize detailed in Better Management.



NEATEST TRICK OF THE SEASON!

A whole new generation wants to see it. Others want to renew happy memories of it. And Judy Garland sings "Over The Rainbow" in it. So M-G-M brings you its joyous entertainment "THE WIZARD OF OZ."

★

M-G-M presents "THE WIZARD OF OZ" starring JUDY GARLAND • Frank Morgan • Ray Bolger • Bert Lahr • Jack Haley Billie Burke • Margaret Hamilton • Charley Grapewin • And The Munchkins • Color by Technicolor • A Victor Fleming Production Screen Play by Noel Langley, Florence Ryerson and Edgar Allan Woolf • From the Book by L. Frank Baum • Lyrics by E. Y. Harburg Music by Harold Arlen • Directed by Victor Fleming • Produced by Mervyn LeRoy • A Metro-Goldwyn-Mayer Masterpiece Reprint

PRE-TESTED! A PROVEN SUCCESS!
FIRST DATES ARE OUTSTANDING!

Ask your M-G-M Branch Today About

THE WIZARD OF OZ"

SALT LAKE CITY—3rd Week!

Doing almost 3 times average re-release business.

NEW YORK CITY

Close to record holder of Normandie Theatre. Off to a long run.

INDIANAPOLIS

Re-release terrific. Doing NEW picture business and topping many new attractions of the past year.

COLUMBUS

First week equals "Executive Suite." Doing TWICE the average re-release business.

...Y WITH JUDY!

"OZ" PROMOTION IDEAS!

"Roll up your sleeves!"

TRAILERS: Endorsement over P. A. system. Advance teaser copy trailer followed by regular trailer. **"OVER THE RAINBOW":** Song was plugged several weeks in advance inside the theatre and in the lobby. **LOBBY:** Cut-out letters over entrance doors. 40 x 60 in foyer. Illuminated still and cut-out board. **NEWSPAPERS:** Critics urged to re-review the picture. Enlist aid of movie editors. **RADIO AND TV:** M-G-M Records and Decca have albums and window display cards. **WINDOW DISPLAYS:** Travel agency tie-up. "Happy Land of Make Believe to Happy Land of Sunshine." **BOOK STORES:** "Oz" books. Good displays for windows and ads. **SCREENING:** For staffs of college and high school newspapers, also for Teen Council. **MAILING:** To membership of local Film Society and to local women's clubs for bulletin boards. **BALLY:** Walking book used several days before opening, also at schools. **LIBRARIES:** Natural for local library tie-up with stills. **SPONSORSHIP:** One individual, amusement editor or columnist makes the appeal that it was by his personal intervention that the picture has been brought back. He continues to plug it, arranges stunts. **CHILDREN'S SHOW:** A popular local TV children's show stages a contest, "Why I Like This Show." Prizes are tickets to a special screening Saturday morning. ***GET FREE PRESS BOOK FROM NATIONAL SCREEN SERVICE.***

Have you mailed your Audience Awards Nominations?

Destined to be the most talked about Motion Picture of the Year!

JOSÉ FERRER · JUNE ALLYSON

THE Shrike

EVERY SHOCKING EMOTION OF THE GREAT PULITZER PRIZE PLAY!

with JOY PAGE · KENDALL CLARK · ISABEL BONNER

Directed by JOSÉ FERRER · Screenplay by KETTI FRINGS · Based on the play by JOSEPH KRAMM · Produced by AARON ROSENBERG

Universal International

MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

JULY 6, 1955
VOLUME 54 NUMBER 10

MR. KLEPER COPS THE DOUGH!

PICTURED ON THE COVER of this issue, and referred to in greater detail elsewhere as the winner of this week's $100 SHOWMANSHIP SWEEPSTAKES prize, is Sid Kleper, the energetic manager of Loew's College, New Haven, Conn.

While it is not necessarily our intention to give cover attention to each of the other 51 Prize Winners during the balance of the year, Kleper seemed to be entitled to special kudos for being "first" in what we believe will be a long line of happy showmen who will "cop the dough" one or more times as the months progress.

We are particularly proud of the dozens of letters of praise and suggestion that were received from the important theatre executive judges, following our submission to them of the first contest entries. More than 50 skilled showmen of their stature must be right when they state that SHOWMANSHIP SWEEPSTAKES is: *"the hottest new idea in many a year," "the answer to the industry's most critical need today," and "the kind of plan that every true showman will cheer."*

We are also proud of the additional $500 prizes on specific pictures already posted by Columbia and Paramount. U-I has reserved the issue of July 27 for a similar prize announcement, and we know of several more companies that are only waiting for definite national release dates. By the end of July we believe these special distributor prizes alone will total more than $4,000.

MOTION PICTURE EXHIBITOR is naturally pleased to take the bow for having again introduced a fresh new trade paper service. But the most important bows of the present and of the future belong to "the Klepers," on the firing line in theatres across the U. S. A. and Canada, who will take it from here, and who will make each week's SHOWMANSHIP SWEEPSTAKES the competitive "Olympics" at which the real industry champs are crowned.

So here is to the first SHOWMANSHIP CHAMP, to whom the first weekly $100 check has been forwarded. To the other CHAMPS from coast to coast: "Come and get it!"

THE FAST BUCK . . . AND THE SLOW DEATH

WHILE THE RECORD SHOWS that we are certainly no friend of the principle of government censorship; and while we have been openly critical of the amateurism, unfairness, wooden lack of understanding, and "footsy" repair jobs at the release level that have marked the administration of the Legion of Decency, even though we respect the Legion's objectives; we sometimes wonder whether certain elements in this industry of ours have enough brains and enough regard for even rudimentary good taste to go it alone without compulsory fences or guide posts of some sort.

Faced with ever increasing competition for the public's entertainment dollar, with ever increasing costs of everything, and with a shrinking source of new supply to the point of an actual product shortage, it takes a strong minded realist to remember that the "fast buck," grabbed in desperation at the expense of good taste and respect for the intelligence and entertainment demands of the paying patrons, is nothing but a marker in the last mile to a slow economic death. And many a salaried manager or circuit booking executive, however strong minded and realistic, faced with declining profits, or no profits at all, must choose between the wrath of his stock ownership that may cost him his job, or the wrath of the disgusted or offended paying patrons. In any event, the lessening of the effectiveness of enforced censorship due to the several court decisions, coupled with current intra-industry and extra-industry economic pressures, have brought forth a rash of cheap, poor taste, sensational, and sometimes actually revolting pictures that must prove embarrassing to everyone who knows this industry, who is grateful to it for his personal success, and who wants to see it continue to grow in the regard of the American public, rather than deteriorate and fade into the limbo of the carnival and the burlesque house.

There may be a place for these "fast buck" pictures in theatres catering to the skid rows and tenderloins of big cities, where the average intelligence and the average tastes of the paying patrons are only slightly above those of animals. We wouldn't know, for we have never operated that kind of theatre and never want to. But there

(Continued on next page)

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EDITORIAL *(Continued from preceding page)*

is certainly no place for them where the paying patrons bathe regularly, wash their teeth, own a second suit of clothes, or live either singly or as a family as respected members of the community. And it is to such later theatres that the rash seems to be spreading this summer in epidemic proportions.

A current glaring and offensive example is "KARAMOJA," which boasts of an explanatory subtitle, "LAND OF LOST PEOPLE." Most showmen who have looked at it, and even some who succumbed to the "fast buck" and played it, wish this film had stayed with the "people" and gotten lost too.

Here is a picture that must depend on the naked breasts and male and female "exposures" of particularly repulsive and bestial African natives in its advertising illustrations; on ad copy such as: "Uncivilized!," "Unbelievable!," "Shocking rites!," "Indescribable!," "Incredible sights," and "They live on blood and beer!" Here is a picture that solemnly poses as an interesting documentary about one of the world's remaining outposts, while parading across theatre screens such completely gruesome and revolting incidents as the knocking out of small boys' teeth with stones, the bleeding and drinking of the live blood of a young calf, the slow and painful slaughtering and disemboweling of a bull, and the wallowing in and massaging of native bodies with the entrails. And here is a picture that has earned from large city newspaper critics such descriptive gems as: "The most revolting and gruesome picture ever to be exhibited in a motion picture theatre," "The Karamojans would have been better left unseen," "Apart from the color photography, which is uniformly bad, you should be warned that you'll see much that is nauseating and nothing that is beautiful in this ill-advised documentary," "Scenes . . . too sickening to look at," "The most nauseating picture ever shown," and "Will certainly turn many stomachs."

Quite a package, isn't it? And, we promise you, if you look at it, you'll agree it is even worse than that.

A young friend of ours, with a theatre that normally grosses $1500 to $1800 a week, did $4000 in six days and yanked it. Living in his relatively small town he could no longer take the verbal browbeating he received personally, by phone, and by letter. One night he unfortunately stood in his lobby, and he still swears that he saw more people come out than went in, so that doing capacity business he never had much of an audience.

Had they looked at "KARAMOJA" we are quite certain that 90 per cent of the nation's theatremen wouldn't touch it with a 10 foot pole. We are sure they would have agreed with the remarks of one newspaper critic: "What the censors (Pennsylvania) were thinking of to let this one slip by, we can't imagine." But what about the fellow who doesn't see it, and who needs a picture, and who notes that the big, national, Stanley Warner Theatre Circuit is playing "KARAMOJA" in some of its best action spots?

Sure, he ought to check his trade paper review—and the minute he sees the pressbook or the ad campaign, he must smell a mouse. But he can't possibly guess how incredibly disgusting are the contents of the picture. In reaching for that "fast buck" Stanley Warner has unwittingly slipped him a "mickey." And the entire industry may suffer tomorrow's headache!

A second glaring and offensive example is another supposedly true documentary featuring particularly homely and unprepossessing natives from the Brazilian jungles of South America and named, for obvious "fast buck" reasons, "NAKED AMAZON."

Oddly enough, and contrary to the title inference, the illustrations before us seem to concentrate less on the actual nakedness of the particularly homely and unprepossessing Amazons, and more on art drawing and photo cropping calculated to give an impression of nakedness of the two particularly pulchritudinous white girls who were obviously not the least embarrassed by the nakedness of the native males all around them. This "white girl" slant seems to dominate the newspaper ads with copy lines such as: "White girl explorer among native savages" and "See blonde explorer bathe in man-eating piranha-infested waters!" But there were other lines that ran fairly true to form for such "documentaries." Lines like: "See unspoiled, naked maidens of lost Camayura tribe!," "Authentic!," "Raw!," "Real!," "Primitive nudism!," "Secret love rituals!," etc.

While we haven't seen this particular "documentary," the very fact that the tribe is "lost," the maidens are "unspoiled and naked," and that it contains "love rituals," would permit any industry veteran to write the script. As a matter of fact it wouldn't need to be written. Just reach up to the "fast buck" shelf and drag it out again.

But the most disturbing fact to most industry veterans is that the big, wealthy, decorous, and well operated Loew Circuit played "NAKED AMAZON" single feature for a full week in some of its out-of-town showcases. Here is the great circuit that only a few short years ago was so convinced of the high entertainment level of their film entertainment, and of their patrons' demand for fine surroundings, that they resisted the profit from the theatre sale of popcorn and other confections.

Just where are we going as an industry when in the same week Stanley Warner and Loew's fail to recognize the "bell weather" nature of their position, and reach for the "fast buck"?

In the past, the "fast buck" was the particular property of the shallowbrained and of the fringe operator of the "skid row" and "tenderloin" area. The rest of us were ashamed of him, and while we could not control him, he was an outcast and a subject of ridicule who was verbally backhanded every time he raised his head from beneath his particular rock. The large circuits, headed by industry leaders, cannot be elastic in such matters. For the sake of our industry, for its future life, for the respect it has earned, and for the position it occupies on the American scene, let us hope that nonsense like this can be stopped.

What the "big fellows" do to keep their house in order, or to allow it to fall into disrepute, must reflect itself on all of us.

Jay Emanuel

BROADWAY GROSSES

(As of this Monday)

Hot Holiday Ups Business

NEW YORK—Broadway business held up very well over the long and hot July 4 week-end, with air conditioning, possibly, proving the greatest attraction of all.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**The Sea Chase**" (Warners). Paramount expected the fourth week to hit $23,000.

"**Lady And The Tramp**" (Disney-Buena Vista). Roxy reported $50,000 for Thursday through Monday, with the second week sure to tally $68,000.

"**Love Me Or Leave Me**" (MGM). Radio City Music Hall, with stage show, garnered $104,000 for Thursday through Monday, with the sixth week bound to top $136,000.

"**The Seven Little Foys**" (Paramount). Criterion had a terrific opening, with $56,000 in sight for the first week.

"**Not As A Stranger**" (UA). Capitol opened to $85,241 for Wednesday through Monday, with a hefty $95,000 in sight for the opening session.

"**Davy Crockett, King Of The Wild Frontier**" (Disney-Buena Vista). Globe dropped to $9,000 on the sixth week.

"**House Of Bamboo**" (20th-Fox). Mayfair looked towards a $30,000 opening week.

"**Summertime**" (UA). Astor was headed toward a $47,000 second week.

"**This Island Earth**" (U-I). Victoria dropped to $12,500 for the last six days of the fourth week.

"**The Seven Year Itch**" (20th-Fox). Loew's State looked for the fifth week to reach $35,000.

McGee Tours For Poll

DENVER—Pat McGee, Cooper Foundation Theatres, is making a tour on behalf of the Audience Awards Poll, at the request of COMPO's Bob Coyne and national chairman Elmer Rhoden, president, National Theatres. McGee has emphasized that it is the purpose to make Audience Awards Polls as newsworthy as the Oscar awards, so that the industry might have two potent publicity events each year rather than one.

Stress is placed also on the need to enlist the aid of the local distributors, branch managers, bookers, salesmen, and publicity men, and McGee also points out the need for a strong steering committee in all multi-theatre towns and cities so that all efforts are coordinated and avoid waste motion. Newspapers, radio stations and TV stations should be contacted by a publicity chairman and members so the other media will understand that this is an industry effort and is not a one-theatre promotion.

Lardner Trial Date Set

HOLLYWOOD—The trial of the breach of contract suit brought against 20th-Fox by Ring Lardner, Jr., concerning alleged moral clause violation after he appeared before the House Un-American Activities Committee, was set last fortnight for Aug. 23 by Federal Judge Ben Harrison.

Robert McLeish, prominent Australian exhibitor, center, is seen with U-I's Ben Cohn, right, and Americo Aboaf, left, on a recent visit to the New York City offices of the company. Aboaf is foreign general manager and Cohn is Aboaf's assistant.

NEW YORK
By Mel Konecoff

BIG-TIME OPERATION: Some 150 exhibitors gathered last week in the Hotel Astor at a luncheon session called to acquaint them with plans for the forthcoming COMPO audience participation polls and to solicit support for the project.

KONECOFF

Emanuel Frisch, MPTOA head, labeled the campaign "Operation Big Switch," explaining that in the past the industry has always campaigned for all sorts of causes and drives, both government and philanthropic, and that for a change this drive is on behalf of the industry itself; and secondly, it was undertaken as a result of confidence in the future and not forced upon the industry because of dire circumstances.

Toastmaster Harry Brandt urged everyone present to show that the industry can do any job it undertakes and do it well. Elmer Rhoden, chairman of the operation, opined that the business was standing on the threshold of a new era with business being built for the future by cooperative effort. The emergence of new faces alone will speed production and he cited instances where there are 25 pictures ready to roll but unable to be cast because of a personality shortage. Public acceptance and recognition should remedy this situation.

Harmonious effort between production, distribution, and exhibition will also tend to permit better understanding within the business, he felt. Rhoden reported that wherever the project was discussed on the coast, there was enthusiasm, and all studios contacted stood ready to cooperate. He urged theatre managers and exhibitors to do the same, citing that out of the 15,000 brochures distributed by National Screen Service, only 2,100 were returned to auditors Price Waterhouse as of last week. He pleaded that the re-

(*Continued on page* 14)

CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Speculation here and abroad mounts on reasons for corporate changes in the J. Arthur Rank Organization (page 12).

Distribution

UA sets 25-week sales drive honoring vice-president Max E. Youngstein (page 8).

Barney Balaban, Paramount president, will be honored with a sales drive for the first time in his tenure (page 9).

Bernard Lewis joins Times Films as advertising head (page 12).

NBC and Korda representative confer on TV presentation of "Richard III" prior to theatrical release (page 12).

Exhibition

Pat McGee tours on behalf of COMPO's Audience Awards poll (page 7).

National Theatres says it will seek seven additional theatres (page 9).

AB-PT's Edward Hyman condemns rigid double feature policy for theatres (page 10).

International

26 Canadian theatres constructed since Jan. 1, but same number are forced to shutter; Thomas Cleary, Consolidated Theatres, Ltd., of Montreal, is honored as Quebec Pioneer of the Year (page 10).

IFE broadens Seymour Poe's executive powers (page 10).

Legislative

Forty years of film censorship ends in Ohio as state Senate allows bill to die without a vote (page 8).

New anti-trust legislation broadens federal powers in private suits (page 12).

Mel Konecoff

New York exhibitors hear details on COMPO Audiences Awards Poll from national leaders; Bill Heineman reports on UA's future production plans and estimates upsurge in foreign and domestic gross (pages 7 and 14).

Organizations

Illinois Allied unit celebrates 25th anniversary and reelects Jack Kirsch as president (page 8).

TOA-Allied joint committee concludes its meetings with distributors; Warners' Ben Kalmenson promises small theatre relief (page 9).

New Jersey Allied unit suggests changes in sales policies (page 9).

Production

16mm. CinemaScope prints will be made available, with first coming from 20th-Fox (page 9).

Ross Hastings, RKO general counsel, resigns for private practice (page 10).

40 Year Film Censorship Ended In Ohio

Exhibs Urged To Support Production Code; Penalties Stiffened For Showing Of "Obscene" Movies, Books

COLUMBUS, O.—Ohio's four-decade-long film censorship system has been ended by action of the Ohio Senate on the final day of the 1955 legislative session, but it seems certain that proponents will attempt to revive the defunct law in the next session, which starts in January, 1957.

By a margin of four votes, advocates of censorship lost their chance when the Senate refused to approve a motion by Sen. Joseph W. Bartunek, Democratic minority leader, Cleveland, to bring House Bill 29 to the Senate floor. Twelve Democrats and six Republicans voted for the measure; 14 Republicans against. The measure needed a two-thirds approval, 22 votes.

The Bartunek motion was an attempt to bypass the Senate education committee, of which Sen. Charles A. Mosher, Republican, Oberlin, is chairman. Mosher, leader in the anti-censorship fight, said that proponents of the bill killed it at the final committee session by trying to force a vote before all opponents had been heard. Bartunek said opponents were trying "to talk the bill to death."

Pressure to bring the bill to a Senate vote was exerted by Gov. Frank Lausche, U. S. Senator John W. Bricker, Rep. Frances P. Bolton, and other officials. Demise of censorship apparently means the end of Ohio's Division of Film Censorship. R. M. Eyman, chief film censor, told the education committee that nine employes have been retained in the division pending outcome of the legislation. No provision for the division has been made in the new biennial budget.

The Senate approved 29-2 House Bill 712 which provides for severe penalties for showing "obscene" movies and those which contribute to juvenile delinquency and promote crime, and for selling of "obscene" comic books. Sen. Mosher supported this measure which he said is "the right approach" to the problem. Penalties range from $1000 to $5000 and six months in jail.

Robert A. Wile, secretary, Independent Theatre Owners of Ohio, said in a bulletin to the membership, "Now that the Legislature has adjourned without enacting the Censorship Bill, it is up to us, the theatre owners of the state, to be sole judges of what is suitable screen entertainment for the people who attend motion picture theatres.

"We feel that we are capable and competent to do this job. That's why we have opposed censorship. We believe that we are now more in harmony with the rest of the United States.

"As directors of Independent Theatre Owners of Ohio, elected by the exhibitors of the state, we strongly recommend that our fellow theatre owners place their reliance on the seal of the Motion Picture Production Code. Inevitably there will be some pictures available which do not bear the seal. We urge that you screen these carefully and that you play nothing that would subject you or the motion picture industry as a whole to criticism.

"Aside from having attained the right to determine for ourselves what we are to offer the public, just as radio, television, book, and newspaper publishers, the stage, and other media of entertainment have, the ending of censorship should ease the print situation. Simultaneous runs of pictures should now be easier, since prints may be borrowed from out-of-state exchanges at no cost other than transportation.

"The organization office in Columbus has available a complete file of every picture in release; and should you wish information as to whether or not a picture is acceptable, you are urged to call or write for this information."

AN END TO CHIT-CHAT!

As this industry of ours becomes more mature, more competitive, and more occupied with the realities of the every day struggle for its share of the public's amusement dollar, it is the duty of a good industry trade paper to keep pace, and to match its editorial contents to the more serious demands of its readers.

For more than 36 years, MOTION PICTURE EXHIBITOR has followed a local edition form of publishing. Originally localized to single film distribution territories, and later localized to small groups of adjacent film distribution territories, its national coverage was based on the importance of local news, and on the local liking for local "chit-chat." However, for the past 20 years or more, MOTION PICTURE EXHIBITOR has also built what are generally considered to be the industry's most serviceable and "theatre-wise" departments and features, and a recent readership survey gave positive proof that these latter now outrank in importance the gossip on film row, the fishing or hunting trip successes, and the comings and goings of a hard traveling business.

While local news is still important, and will continue to receive liberal space and attention, this issue of July 6, 1955, sees the abandonment of the local edition format and the establishment of a single, considerably expanded weekly paper.

The SHOWMANSHIP SWEEPSTAKES' annual $5200 prize contest launched in this issue is just one of several new and dramatic serviceable developments that will be introduced in orderly fashion in the months ahead.

Watch for a completely new concept in industry trade weeklies, and a busier, more serious business paper, to develop.

We think you'll like it! **—THE EDITORS.**

Illinois Unit Reelects Kirsch

CHICAGO—At an annual convention celebrating its 25th anniversary last week, Allied Theatres of Illinois reelected Jack Kirsch for another three-year term as president, and named Van Nomikos vice-president and Ben Banovitz secretary-treasurer.

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(The Yellow Check-Up Section)

"Coats Off" Sales Push Honors UA's Youngstein

NEW YORK—A 25-week sales drive honoring vice-president Max E. Youngstein will be launched by United Artists in the United States and Canada on July 10, the company announced last week.

YOUNGSTEIN

The billings and collections campaign, which will award $50,000 in cash prizes to winners among the 32 branches, marks the first sales salute to Youngstein since he entered the industry in 1940.

Co-captains for the "Coats Off" Drive are William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager.

UA exchanges will compete in three groups of equal grossing potential, with the drive run in three six-week laps climaxed by a seven-week home stretch.

In a statement to the company's entire distribution staff on the eve of the sales push, Heineman declared "We are happy that Max Youngstein has consented to lend his name to this drive backing the greatest concentration of important product that United Artists has ever released. I know that our field staff is grateful for this opportunity to demonstrate its appreciation to Max for the superb promotional support he has developed to boost the performance of every UA release. And I am sure that UA's exhibitor friends will wholeheartedly join in this tribute to the man whose unflagging energies and creative efforts have been a vital factor in the boxoffice success of UA product."

TOA-Allied Committee Ends Meets With Distributors, Shows Optimism

NEW YORK—The joint Theatre Owners of America-National Allied committee last week completed its series of conferences with heads of individual film companies, with the exception of United Artists, with whom tentative engagements were being arranged.

The principal problems presented to the distribution group by the exhibitors for thorough discussion were the static national sales policies, the need for a sliding scale to avoid rebuying and renegotiating for a picture, the controversial suggestion by exhibition that pictures be sold to theatres grossing less than $1,000 a week on a flat rental basis, and to arbitrate rentals of less than $100, the need for more and better product with new talent, and the print shortage either by number or classification.

At Warners, the committee met with Ben Kalmenson, distribution chief, and Bernard Goodman, field sales coordinator, among others; Kalmenson stated later that every assistance would be offered small-grossing situations, said that the flat rental basis would be given them, and revealed that Warners is conducting a survey of sales policy. The Universal executives were headed by president Milton Rackmil and executive vice-president Alfred E. Daff.

As a result of the meetings, the joint committee announced, distribution now recognizes the serious plight of the exhibitor, the small one in particular, which will be relieved in the near future. Sales policy was clarified together with problems of production and distribution, the statement goes on to say, with the result that there should not only be a more stringent policing of distribution sales personnel, but also exhibitors to insure equitable dealings. The committee concluded that the results of the talks are being evaluated and that a detailed report is forthcoming to the organizations it represents.

16mm. C'Scope Near

NEW YORK—CinemaScope releases on 16mm. film will be available to an almost unlimited market about Aug. 1, it was learned last week, following up the 16mm. anamorphic projection lens Bausch and Lomb now has ready for production. Reduced versions of 20th-Fox product will be the initial offerings, with other distributors to follow.

Details about marketing and price of the new lenses are curerntly being worked out by Bausch and Lomb, and the price is estimated at about $100. The unit will be made up of the newly-developed prime lens and the anamorphic lens in a single barrel, and will be available in two-inch focal lengths to fit any major type of narrow gauge equipment.

Twentieth-Fox, a participant in the development of the lens, estimated that there are as many as 27,000 potential customers for the equipment among theatreless towns, schools and colleges, institutions for the old or sick, and churches, camps, clubs, and others.

Audience Collections Pledged For Will Rogers Hospital

NEW YORK—Pledges to take up audience collections one day during the week of Aug. 15 for the benefit of the Will Rogers Memorial Hospital and Research Laboratories are beginning to snowball, according to S. H. Fabian, national chairman of the special drive.

"The committee is delighted with the number of drive-ins that pledged," said Fabian. "These open-air operations are potential sources of much-needed funds to augment the collections made by the four-wall theatres."

As a result of the coast-to-coast Telethon and the active support of the motion picture trade publications, it is expected to enroll the largest number of theatres for collections since the days of the March of Dimes.

Balaban Sales Drive Planned By Paramount

NEW YORK—For the first time in his 20-year tenure of office at Paramount Pictures, President Barney Balaban has permitted dedication of the company's annual sales drive to him, and has consented to the use of his name in the title of the drive. The Barney Balaban Drive will begin on Aug. 28 and will run 17 weeks, through Dec. 24.

In announcing the drive, George Weltner, head of world-wide distribution, declared, "During the 20 years since he assumed the presidency of our company, Mr. Balaban has led us each year to greater and greater heights, until today Paramount proudly stands at the summit of our industry as the acknowledged leader. I know that exhibitors and theatre owners in every part of the country will join with every Paramount employe in this opportunity to express to Mr. Balaban the respect, admiration, and affection which the entire motion picture industry feels for him and for Paramount."

Attractions in release during the initial period of the drive will include "The Seven Little Foys," "We're No Angels," "You're Never Too Young," and "To Catch A Thief."

The picture which has been designated to launch the sales effort as Paramount Weeks Picture is "The Girl Rush."

Other comparable boxoffice properties which will be released during the latter period of the drive will include "Ulysses," "Lucy Gallant," and "The Trouble With Harry."

Heading the Barney Balaban Drive as co-captains are Paramount home office executives E. K. (Ted) O'Shea, Hugh Owen, and Jerry Pickman.

SDG Renames Officers

HOLLYWOOD—All officers of Screen Directors, Inc., the fund-raising subsidiary of SDG, were reelected last fortnight to hold office for another year.

N. J. Allied Proposes Sales Policy Changes

NEW YORK—One of the results of New Jersey Allied's three-day annual meeting last fortnight at Monticello, N. Y., was a resolution adapted by the membership calling on Allied States Emergency Defense Committee to press for a "top-picture" sales policy, providing for a sliding scale and percentage ceilings, from distributors.

The proposed formula would allow all top product sold on the sliding scale to bring a reasonable return to the exhibitor, with a ceiling on rental based on the run: a first-run ceiling fixed at 50 per cent, second-run at 35 per cent, and all others at 25 per cent. If based on that scale, the resolution stated, any house with an average price on top pictures of $200 or less would buy all product on a flat rental business. The lack of profits situation was pointed up in the measure, in large situations as well as small, and the suggestion made that should the EDC fail to obtain such a sales policy, it should scrutinize the sales procedures of the individual companies and recommend to the membership whether specific pictures should be played on the basis of whether or not a profit can be made by the exhibitor.

After five years in office, Wilbur Snaper stepped down as president, commended by a resolution for his work, and he was succeeded by Sidney Stern, president, Columbia Theatres, a former vice-president of the exhibitor's group. Other officers elected were Louis Gold and John Harwin, vice-presidents; William Basil, secretary; A. Louis Martin, treasurer; Harry Sheer, sergeant-at-arms; and Irving Dollinger, board chairman, and the unit's Allied States representative.

A sampling of distributor sentiments indicated that the New Jersey Allied propostal was not favirably received, and considered "impractical." One distribution spokesman said that the formula violates "the very principle which exhibitors have asked . . . that each theatre be sold in accordance with its own ability to pay." Another distributor spokesman indicated that company heads would not be averse to any proposal for the "general good," but it was made clear that the matter would have to be studied in the light of existing circumstances.

NT Seeks New Theatres

HOLLYWOOD—Before returning to New York last week, Elmer Rhoden, president, National Theatres, revealed that the company is negotiating to acquire seven more theatres, including one drive-in, but that no plans have been made to build drive-ins, because the directors feel that field is overexpanded.

Rhoden said that NT earnings for the 39 weeks ended June 30 are expected to equal those of the same period last year, when earnings were 68 cents per share on net income of $1,884,636. He said that attendance for the first three quarters of the current fiscal year was slightly off in comparison with the same weeks of 1954, largely because of a product shortage, which, he predicted, will ease considerably this summer.

The International Scene . . . . . .

Canada

26 Theatres Debut; Like Number Close

TORONTO—The number of theatres, 26 drive-ins and auditoriums, that have opened in the first six months of this year has been balanced out by a like number closing since the first of the year.

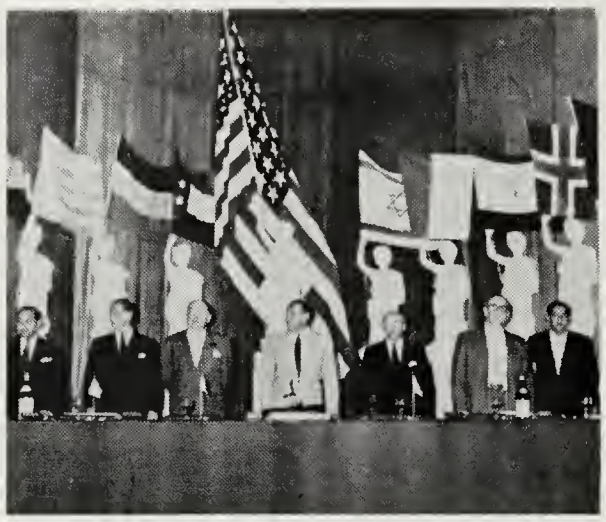
According to a survey by The Canadian Film Weekly, 20 auditorium type of theatres have opened, while six ozoners have opened for business. Yet in the same period, 23 auditorium houses and three drive-ins closed. Most of the new houses opened were located in communities where there had been no 35mm. exhibition. Others were built as replacements for old theatres, such as the Paramount, Kamloops, B.C., and the Jubilee, Kelliher, Sask. Of five theatres closed recently, two were drive-ins. Theatres in preparation for building total 17, of which 14 are drive-ins.

Canadian Comment

A theatre executive who began in the business 30 years ago as an usher, Thomas Cleary, director of advertising and publicity, Consolidated Theatres Limited of Montreal, was honored recently as The Pioneer of the Year for the Quebec branch of the Canadian Pioneers at the annual meeting of that organization. He studied theatre advertising at every opoprtunity, and in a few years made the switch into that field. The meeting returned Fred E. Peters, vice-president, Dominion Sound Equipments, Ltd., as president. Other officers were honorary president, L. E. Ouimet; first vice-president, Romeo Vandette; second vice-president, George Champagne; third vice-president, Len Jones; secretary, Arthur Larente; treasurer, Bill Mannard; financial adviser, William Deveault; chairman, welfare committee, F. Makarios; chairman, fund-raising committee, Oscar Rochards; chairman, membership committee, John Levitt; chairman, special events, Phil Maurice; chairman, publicity, Allan Spencer. Trustees are Arthur Hirsch, Ben Norrish, J. A. DeSeve, William Lester, William Singleton.

Mel Lodge is president, TOA Service Company, Ltd., booking and buying subsidiary of Theatre Owners' Association of Quebec, Inc. Joe Strauss is first vice-president; Dr. J. E. Guibord, second vice-president; and Hertel Hotte, secretary-treasurer. The TOA service, under the direction of E. A. Fassio, is at 692 Jean Talon West, Montreal. The TOAQ is one of two Quebec theatre bodies.

CINE CHATTER: Ben Somers, State, Winnipeg, heads the newly-elected executive of the Manitoba Motion Picture Exhibitors Association, succeeding S. Richard Miles, also of Winnipeg. . . . Al Duguid, manager of the Academy, Lindsay, was a Kiwanis luncheon speaker. . . . J. C. Kennedy, manager, Roxy, Cornwall, was transferred by National Theatre Services to the Roxy, Burlington. . . . Head of the advertising agency representing the Motion Picture Association of America in the Canadian Cooperation Project, John A. MacLaren, died in Miami at 63. . . . Radio station CHUM's Phil Stone, who recently became regional public relation head for the Red Cross in Toronto, did his program from the lobby of Loew's. . . . Burlesque has returned to the Casino, Toronto, after an absence of a couple years. Policy of name headliners did not work out satisfactorily. Picture policy continues with the stage shows. . . . New use of theatres closed is that of the Giant Auction Sale at the Variety, Toronto, while Vogue, Toronto, hosts a Sunday night Western Jamboree. . . . Meridian Productions, Toronto, is filming portions of the Stratford Festival of Shakespeare. . . . Peter Barnes and associates started construction of a 600-car drive-in on a site about a mile east of Havelock, Ont., while R. Dederer, Medicine Hat, is planning a house and business block in Lethbridge, Alta. . . . A motion picture committee headed by Frank Fisher, JARO, is arranging for employes of the film industry to donate to the 1955 chairman of the Toronto Community Chest through a company payroll deduction plan. . . . Ken Hall, acting assistant to Jeff Jeffrey, Capitol, Sudbury, has been appointed assistant to Jack Ward, Seneca, Niagara Falls. . . . Mort Grant, formerly assistant, Capitol, Welland, was appointed manager, Starlite Drive-In, Chippewa, Ont.



Seen an the dais as Columbia Pictures Internationl recently apened its European and Middle East convention at Venice, Italy, were, left ta right, Rabert Menasche, Paris affice; Lawrence Lipskin, assistant to the president; Jack Cohn, executive vice-president af the parent Columbia Pictures; Nick Pery, vice-president and Continental managing director; Joseph McCanville, chairman of the board; Morris Gaadman, Cantinental sales manager; and Rabert Cohn, European productian coardinator.

Italy

Complete autonomy to choose Italian films best suited to American distribution, as well as product from other countries, was extended to Seymour Poe, executive vice-president, IFE Releasing Corporation, by the board of directors, who met to discuss problems with the American executive during his visit to Rome. Poe was reported to have insisted on freedom of selection following his recent appointment to IFE, in an effort to curb a surplus of Italian product which had only the remotest chance to realize a profit in the U.S. market. He also secured from the directors authority to effect a reorganization of the company.

Hyman Condemns Rigid Double Feature Policy

NEW YORK—Supporting his policy of program flexibility for American Broadcasting-Paramount Theatre houses, vice-president Edward Hyman last week condemned any rigid double-feature policy as characteristic of a bygone era. He cited the successful experiment of AB-PT affiliates which have pursued a single feature policy in areas where the double feature has been the rule, although he does not advocate an overall revision of the double feature rule in those territories where it is firmly entrenched by public preference for quantity.

In large cities, Hyman asserted, where the double-feature policy is established, there is always one good-size theatre which can operate profitably on single features, giving as example certain houses in Buffalo and San Francisco with a capacity of 2,000 seats, more or less. In every section of the country, he believes, there is a discriminating element ready to patronize the single feature house.

Hyman said that in theatres under his supervision, he discards the double-feature policy when he can book a triple A feature of more than 90 minutes running time, if the second feature would compare unfavorably with the main one. He also laid stress on selecting the proper day of the week for program changes, adding that he found it worthwhile to open a "big" feature early in the week to let "word-of-mouth" advertise it for big weekend grosses. If the program is not of first quality, he said, the weekend opening brings in the biggest return.

Foreign Production Costs Up

NEW YORK—The cost to American producers of making films abroad is rapidly nearing the high figures prevailing in this country, according to Joseph A. McConville, Columbia International board chairman, and vice-president for foreign distribution, Columbia, who returned last week from Europe. He said that studio overhead, not as high as in Hollywood, has increased considerably abroad, and that some recent pictures filmed in Europe by U. S. companies have cost in excess of $2 million, partly because the cost of talent has increased enormously.

Hastings Leaves RKO

HOLLYWOOD—Ross Hastings, general counsel and executive, RKO, will resign his studio post as of July 30 to open his own law offices for general practice, it was announced last week. Hastings, who has been associated with RKO in various executive capacities since 1936, except for three years during World War II when he served as an officer in the Navy, will take a month's vacation before opening his own offices on Sept. 1. His offices will be in the new City National Bank Building, Beverly Hills.

MEN GAVE HER EVERYTHING... BUT A GOOD NAME!

ANNE BAXTER
ROCK HUDSON
JULIE ADAMS

ONE DESIRE

with CARL BENTON REID
NATALIE WOOD

PRINT BY Technicolor

Directed by JERRY HOPPER · Screenplay by LAWRENCE ROMAN and ROBERT BLEES · Produced by ROSS HUNTER

Don't Delay! Mail Your Nominations For Audience Awards

Universal International

Lewis Joins Times As Advertising Head

NEW YORK—The appointment of Bernard Lewis as director of advertising, publicity, and exploitation of Times Film Corporation, national distributor of imported quality motion pictures, was announced last week by Jean Goldwurm, president. Until his new appointment, he served Italian Films Export and IFE Releasing Corporation, first as publicity director and then as exploitation-promotion manager, for a period of three years, under Jonas Rosenfield, Jr., vice-president of advertising, publicity, and exploitation.

LEWIS

Before that he served in publicity and exploitation capacities with Paramount and 20th-Fox. There he was also special assistant to the late Hal Horne, vice-president in charge of advertising, publicity, and exploitation. As a newspaperman, Lewis was a member of the Associated Press, and has been in commercial public relations in the past.

In making the announcement, Goldwurm stated that Lewis' appointment was the first step in an expanded program of operation by Times and a greater emphasis on the promotional support of the pictures it now has in distribution and those it is now readying for market.

Kramer Lauds PCA

HOLLYWOOD—The Production Code Administration was praised last week as the best instrument for regulating film content in the world by producer Stanley Kramer, who returned from a European trip in connection with his production of "Pride And Prejudice" for United Artists. Kramer asserted that in spite of certain shortcomings in application, as any code of its kind must have, the PCA is vastly superior to censorship, such as that practiced in England and elsewhere, which rests on the opinion of an official appointee. The producer also stated that the American industry should stand firmly by any picture which has received the PCA stamp of approval.

NBC, Korda Rep Confer On "Richard III" TV Bow

NEW YORK—An agreement between the National Broadcasting Company and London Film Productions, representing Sir Alexander Korda, to pay $500,000 for a first American showing over television of Laurence Olivier's "Richard III" was reported near completion last fortnight. The feature, which also stars Olivier, would have a single TV showing early next year.

Negotiations were underway with a distributor to show "Richard III" on a two-a-day roadshow basis following the TV premiere, which will be in color. With intermissions, the $2 million film will take three hours to present, with a normal running time of 169 minutes. Morris Helprin, president, London Films, said he believed the television viewing would stimulate theatre attendance.

New Anti-Trust Law Near

WASHINGTON—President Eisenhower was expected to sign into law last week a bill providing a uniform four-year statute of limitations in private anti-trust suits arising from consent and judicial decrees, which would wipe out state jurisdiction in such litigation.

The bill also boosts the amount of the maximum fine that may be imposed in criminal anti-trust actions from $5000 to $50,000, and permits the Federal Government to bring civil suits on the same grounds as individuals and corporations.

Hearings began also before the House Judiciary Committee on the Walter Bill, which would abolish the mandatory treble-damage provision in an anti-trust judgment, permitting Federal judges to determine whether to impose actual damages or punitive damages. The Administration is backing the bill, but will propose that wilful violators, as distinguished from those only technically guilty, be liable to treble damages.

IATSE Labs Mull New Pact

NEW YORK—Talks on a new labor contract were resumed last week between IATSE Laboratory Technicians Union, Local 702, and the Eastern Laboratories, to seek an agreement to replace the one expired on June 19

This Was The Week When.....

20th-Fox announced the world premiere for "The Virgin Queen" in Portland, Maine's Strand on July 22, for the benefit of the Children's Theatre. . . . Total receipts of $23,500 from the world premiere of "Not As A Stranger" were turned over by United Artists to Los Angeles' Mt. Sinai Hospital. . . . Bell Film Exchange announced 12 forthcoming releases from Jules Weill, Specialty Pictures, starting with "This Man Is Dangerous." . . . "Arabesques," first short release from Transatlantic Productions, joined the bill at the Astor, New York. . . . Paramount turned over $40,000 to United Cerebral Palsy from the opening of "The Seven Little Foys" in New York's Criterion.

"Dark River," Argentina's initial bid for the international market, was being readied for release by Times Film Corporation. . . . U-I plugged eight forthcoming releases in a big promotion over NBC-TV's Steve Allen show. . . . Publicity manager Edward Sullivan, 20th-Fox, awarded a scholarship to the National Academy of Design, given by the company, at the Outdoor Art Exhibition, New York. . . . Paramount slated "We're No Angels" for New York's Paramount, July 7. . . . United Artists appointed David Weshner producer's representative for "News Is Made At Night."

Speculation Mounts On Rank Trust Move

NEW YORK—An Associated Press item from London last fortnight attributed recent moves by J. Arthur Rank, transferring control of his film and theatre empire to a charitable trust, to British inheritance tax laws, which exempt trust properties from the enormous death duties imposed on estates, with the result that a large block of JARO stock would not have to be sold on the market following Rank's death to satisfy the tax office.

The AP asserted that American film interests have been reported buying JARO shares recently, but Rank, in a statement, pointed out that the trust was formed two years ago to assure that control of the company would remain in English hands as an incentive to the British film industry. He said he considered a statement necessary because of published reports concerning the 20th-Fox negotiations to secure 90 per cent or more of the Schlesinger South African theatre circuit, of which Rank's Odeon Circuit was said to own 25 per cent while, in turn, 20th-Fox owns 49 per cent of Metropolis and Bradford Trust, which is a top Rank holding company. Speculation had been that exchange of the two would enable both parties to achieve their individual aims.

Cy Eichman In New Post

NEW YORK—Robert M. Savini, president, Astor Pictures and Atlantic Television Corporation, last week announced the resignation of Cy Eichman, advertising and publicity director for the past nine years, and reported that Eichman was joining Screencraft Pictures as eastern television sales manager immediately, working in conjunction with Ed Berkson, vice-president, and Peter Piech, national sales manager. Simultaneously it was announced that Louis Scheingarten will handle the art work and production of advertising accessories on all future Astor and Atlantic releases.

Stork Visits Samuels

NEW YORK—A daughter, Lisa Elaine, has arrived at the household of Mr. and Mrs. Leo F. Samuels. Samuels is president and general sales manager, Buena Vista Film Distribution Company, Inc.

NATIONAL LEGION OF DECENCY

June 30, 1955

Unobjectionable for general patronage:

"DAY TO REMEMBER" (Republic)

"THE PRIVATE WAR OF MAJOR BENSON" (U-I)

"THE TIGER AND THE FLAME (UA)

Unobjectionable for adults:

"LADY GODIVA" (U-I)

"MAU MAU" (Mau Mau Pictures Company)

"PEARL OF THE SOUTH PACIFIC" (RKO)

"THE SCARLET COAT" (MGM)

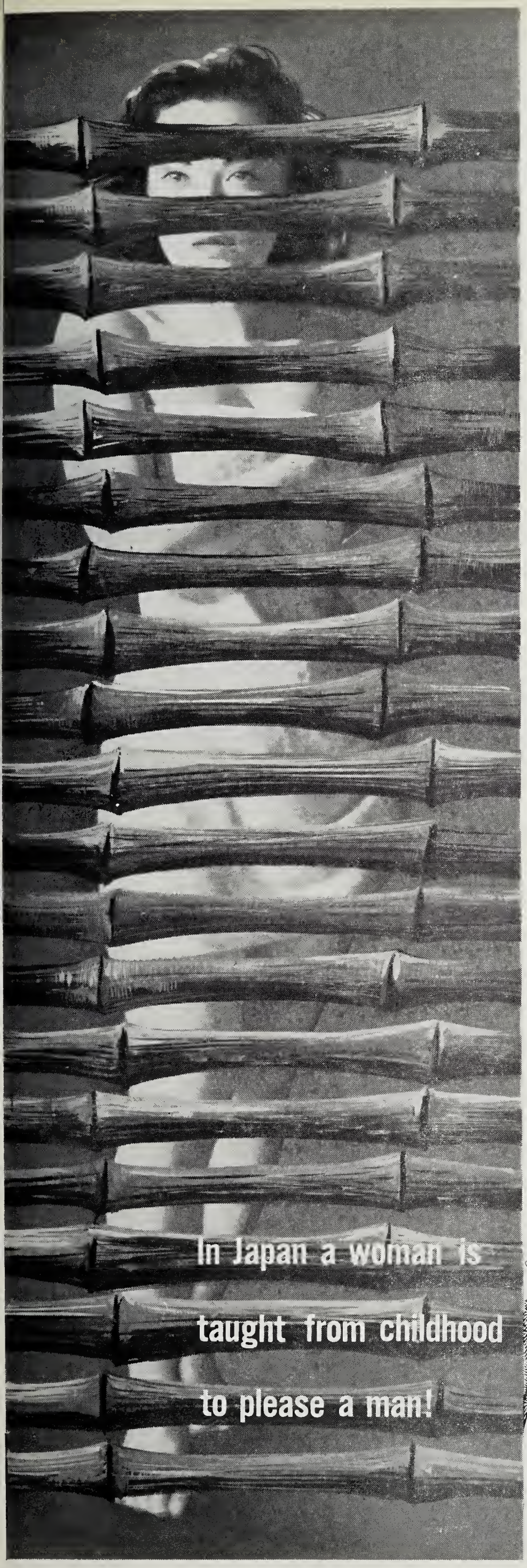
Objectionable in Part:

"FINGER MAN" (AA)

"MAN WHO LOVED REDHEADS" (UA)

"THE SEVEN YEAR ITCH" (20th-Fox)

"SUMMERTIME" (UA)



It's true what they're saying about 20th's

HOUSE OF BAMBOO

(THE PLACE THEY TALK ABOUT IN WHISPERS!)

Tokyo couldn't hide it! Washington couldn't hold it back! CinemaScope had to film it on the spot!

For the first time,"House of Bamboo" reveals the sensational story of how the U.S. MPCI teamed with Japanese Security Police...and baited their plan with a forbidden Kimono Girl...to crack the terror of renegade ex-GIs who formed the Tokyo underworld, the hottest since "Chicago" days.

For the first time, CinemaScope plunges you into the teeming heart of exotic Tokyo with its bizarre Oriental streets, crowded waterways and magnificent ancient shrines...sights even more enchanting than the streets of Rome in "Three Coins in the Fountain"...even more startlingly picturesque than the panoramas of Hong Kong in "Soldier of Fortune."

It's available in July, from 20th!

20th Century-Fax presents ROBERT RYAN • ROBERT STACK SHIRLEY YAMAGUCHI • CAMERON MITCHELL in HOUSE OF BAMBOO with Sessue Hayakawa • Sandro Giglio • Produced by BUDDY ADLER • Directed and additional dialogue by SAMUEL FULLER • Written by HARRY KLEINER • COLOR by DE LUXE

A CINEMASCOPE® PICTURE

"It's a pleasure to do business with 20th!"

The Tip-Off On Business

(The Tip-Off On Business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in their buying and booking.—Editor)

KEY TO "THE LITTLE MEN" RATINGS: (JULY 6, 1955)

- Registering grosses in the highest brackets.
- Just fair, nothing out of the ordinary, average
- Good, although not breaking down the walls.
- Disappointing, below what was expected.

THE PRODIGAL (MGM)		THAT LADY (20th-Fox)	
THE FAR HORIZONS (Paramount)		THE ADVENTURES OF SADIE (20th-Fox)	
MARTY (UA)		THE END OF THE AFFAIR (Columbia)	
THE SEA CHASE (Warners)		THE PURPLE MASK (U-I)	
THIS ISLAND EARTH (U-I)		AIN'T MISBEHAVIN' (U-I)	
A PRIZE OF GOLD (Columbia)		TALL MAN RIDING (Warners)	
CHICAGO SYNDICATE (Columbia)		DAVY CROCKETT, KING OF THE WILD FRONTIER (Disney-BuenaVista)	
5 AGAINST THE HOUSE (Columbia)		NOT AS A STRANGER (UA)	
CELL 2455, DEATH ROW (Columbia)		LADY AND THE TRAMP (Disney-Buena Vista)	
LOVE ME OR LEAVE ME (MGM)		MOONFLEET (MGM)	
INTERRUPTED MELODY (MGM)		THE MARAUDERS (MGM)	
SOLDIER OF FORTUNE (20th-Fox)		LAND OF THE PHARAOHS (Warners)	
THE MAGNIFICENT MATADOR (20th-Fox)		FOXFIRE (U-I)	
THE SEVEN YEAR ITCH (20th-Fox)		ANGELA (20th-Fox)	

Konecoff

(*Continued from page 7*)

mainder be sent in before July 11. At least 5,000 are needed if the selections at the end of the first period are to reflect the public's opinion.

First nominations should be ready about July 20, and local exhibitors can then go to work on local levels getting appropriate space and reaction. He thought that the following potential results seemed to be in the offing: (1) intra-industry unity; (2) good public relations on behalf of the industry; (3) the emergence of new talent and personalities; (4) hypoed box-office figures via publicized selections. He urged exhibitor support be sent to producer units.

Also speaking were Walter Reade, Wilbur Snaper, Dave Levy, and Robert Coyne, executive director, COMPO, all of whom urged support.

PRODUCT AND THE FUTURE: Bill Heineman, vice-president in charge of sales at United Artists, insists that there is a United Artists feature in your future, and at a press conference last week, he reported to exhibitors that between June 1 and December 31 his company stands ready to release 26 features, of which eight will be top-flight attractions. The latter group includes. "Summertime," "Marty," "Not As A Stranger," "The Kentuckian," "The Night Of The Hunter," "Gentlemen Marry Brunettes," "The Troubleshooter," and "Alexander The Great," which will be the Christmas attraction. They will be released at the rate of four monthly.

In addition to the above, 17 features are before the cameras or will go there before the end of the year. It was estimated that UA's investment in the more than 40 films amounts to 40 million dollars. The program will receive backing in the field, with some six millions to be spent by the sales staff in addition to which the exploitation staff has been expanded, so that there will be 50 men, the largest force in the history of the company, working the country.

Heineman estimated that the number and quality of the films is the highest in the company's history, and results have been reflected in the returns which are 31 per cent ahead in the first six months of the year over a similar period last year domestically. Foreignwise, the figure was 45 per cent higher. In addition, the company has five features which it has prepared for playoff particularly in the art and specialty market. These include "Othello," "Aan," "The Man Who Loved Redheads," "The Lucky Kid," and "Tiger And The Flame."

There are some 18,000 bookings in on features for the celebration of United Artists Week July 1 to 7, and 20,000 are expected before the final total is reached. It is hoped to have this event become an annual one. Incidentally, UA will not take on the distribution of any feature that first plays television.

Weltner Mourns Mother

NEW YORK—Funeral services were held last week at the Riverside Memorial Chapel, Far Rockaway, L. I., for Mrs. Ernestine Weltner, mother of George Weltner, head of Paramount worldwide sales.

Paramount Adds $500 To "Sweeps" For Bally Idea On "We're No Angels"

PHILADELPHIA—Paramount has jumped on the SHOWMANSHIP SWEEPSTAKES bandwagon and is offering a $500 prize for the best exploitation idea on "We're No Angels," Humphrey Bogart, Aldo Ray, Peter Ustinov, Joan Bennett starrer, based on the famous French play by Albert Husson.

Paramount's offer begins July 20 and stands for 13 weeks. To win Paramount's $500, however, it is also necessary to place first in the SHOWMANSHIP SWEEPSTAKES with an entry on this film during one of the 13 weeks. Your total winnings, thus will total $600.

Directed by Michael Curtiz, this Vista-Vision, Technicolor production should afford a wealth of exploitation ideas. The story involves three big-hearted convicts trying to escape from Devil's Island and how, posing as parolees, they take it upon themselves to help their benefactor, a good-natured but ineffectual storekeeper, who faces loss of his job when the owner is about to learn the place is on the verge of bankruptcy.

Sid Blumenstock, advertising manager, Paramount, states, "The fact that we are making this prize offer is evidence of our enthusiasm for your promotion. It is a good idea, and as a former theatreman, I can see only good come out of the effort you are making through your publication."

Paramount is the second major film company to join in the pyramiding of SHOWMANSHIP SWEEPSTAKES.

Interested entrants should keep their eyes set for even more extra dividends that may accrue in this boxoffice building through advertising, exploitation, and publicity contest, the first of its kind ever offered through the industry press.

Humphrey Bogart, Aldo Ray and Peter Ustinov, the "angels" of Paramount's Vistavision, Technicolor production, "We're No Angels," are seen at their angelic best on the left; in the center they are seen with Joan Bennett; while on the right is an interesting shot of Miss Bennett. Paramount has designated this film to be entered in SHOWMANSHIP SWEEPSTAKES, and has posted $500 as a prize for the best exploitation idea on it. In order to win, however, it is also necessary to place first in any weekly SHOWMANSHIP SWEEPSTAKES contest with an entry on this film for 13 weeks, beginning July 20.

Oriental Beauty Aids "House Of Bamboo"

NEW YORK—A campaign of national and local promotion keyed to the point-of-sale on "House Of Bamboo" was announced last week by 20th-Fox and Brandt's Mayfair.

Special TV and radio spot announcements have been created and will be utilized on many network and independent stations to herald openings of the production. Special airwave drives are being set in many key situations, complementing striking newspaper ads on the film.

Miss Shirley Yamaguchi, one of Japan's leading film stars, is in New York for the opening of the film and is participating in a series of TV and radio appearances, newspaper and feature syndicate interviews, and meetings with magazine representatives.

Activities commenced with a visit to the Japanese House and Garden of the Museum of Modern Art garbed in a colorful oriental costume. The star's appearance at the Garden, one of the major sightseeing attractions of New York's Summer Festival, resulted in important publicity in several metropolitan newspapers and a host of wire service breaks.

Widespread attention to "House Of Bamboo" also will be achieved by the cooperation and campaign participation of such organizations as the Japan Society, Japanese Trade Center, Japan Travel Office, Japanese-American Association of New York, and other agencies.

BETTER MANAGEMENT DEPARTMENT

George Nonamaker
Editor

WELL, BOYS, the gong has long since sounded, and with this issue we are off and running with the only brand new payoff in Better Management so far instituted by a motion picture trade paper.

It's MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES, with its $100 per week award for the one best entry judged out of five of the many so far submitted. The winning entry and the entries of the four runners-up will be subsequently published for the benefit of all readers who may find in them keys to profitable merchandising.

The judges now number 56 skilled executives and represent the heads of nearly 2,500 theatres.

We are merely the referee, getting the entries into galley form, sending them to the judges, tabulating the results, and handing out on behalf of the publisher all of this lovely money, which, need we remind you, comes to $5,200 annually.

In addition, the contest has attracted the attention of the various film companies, who see in it a medium to focus skilled showmanship attention on, and to get additional ideas on the exploitation of, certain of their pictures. They have, in the case of Columbia and Paramount, with Universal-International coming up next week, already posted $1,500 in additional prize money, which should really make some of you fellows wake up!

The loot is here, believe me. Just follow the simple rules and get going!

And just one thing more, the entries are being judged in order of postmarked receipt, so don't become impatient. We assure you all your entries will be given equal consideration.

—NONAMAKER.

WINNING ENTRY

Complete Campaign On The Selling Of Double Bill Can Serve As Guide

Submitted by Sid Kleper
Loew's College, New Haven, Conn.
1400 Seats • Top adult admission 80 cents general patronage.

PHILADELPHIA—The votes are in, and Sid Kleper, Loew's College, New Haven, Conn., has been adjudged winner of MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES contest one.

His check for $100 is on the way to him.

There is a new contest every week, and proofs of the five entries for next week's consideration by the judges are now in their hands.

This enterprising manager has come up with a complete campaign on selling what was billed as a "Sizzling," "Torrid," "Mighty 2 Hit Show—Columbia's "Tight Spot" and "5 Against The House."

A giant carnival wheel for a flash display was used as a lobby set piece, offering guest tickets if the wheel stopped on 5 Star (see illustration).

A radio contest was set in the form of a letter-writing contest relating "The Tightest Spot You've Ever Experienced." Passes were awarded winners.

1500 small paper bags were imprinted with theatre ad, same as run in newspapers, and distributed to purchasers in women's specialty stores, etc.

A co-op ad was arranged with a store on Kim Novak and swim suits. A similar co-op ad was set with a beauty shop.

Many attractive window displays were obtained (see illustration).

Music stores featured the Billy Eckstine MGM record "Life Of The Party," with several outlets giving window and counter displays as well as plugging the discs.

Travel posters spotted in all area travel agencies read: "For Travel Excitement Go To Reno"—"For Screen Excitement See ....."

Directory cards were spotted at the Taft and Garde Hotels, and also at restaurants; barber shops; and other spots.

For street bally, an attractive girl was out trying to sell silver dollars for 90 cents (see photo). Newspaper coverage was resultant on this.

All three leading five and 10 cent stores were contacted and featured soda streamers, furnished by the theatre, calling attention to relaxing drinks inspired by the theatre's feature combination.

Telegraph poles were sniped with safety posters, with copy reading: "This Is The Right Spot To Cross Carefully When You See 'Tight Spot' . . . etc."

A three-day advertisement was taken in the PERSONALS columns of the New Haven Evening Register reading: "Dear Eddie—I'm in a Tight Spot and I must see you. You men are all alike, you just have different faces, so we girls can tell you apart. Sherry. P.S. I'll be waiting for you at the College Theatre Friday. Be there!"

In addition trucks of local news distributor were bannered; and a sound truck was used as street bally the day before and on opening day.

Newspaper breaks included one on Sunday in The Herald; while many radio spots, including those tied in with cooperating merchants on daily announcements, were obtained.

EDITOR'S NOTE: This entry in MOTION PICTURE EXHIBITOR'S *SHOWMANSHIP SWEEPSTAKES is included because it presents a comprehensive pattern which might well be followed on ANY films of this type, not necessarily only the ones involved. The campaign is most thorough in that it embraces many advertising, exploitation and publicity facets. It might well be used as a guide, were its components crayoned upon a cardboard and thumbtacked on the office wall with heads ready: lobby, street bally, window displays, co-op ads, regular ads, publicity, etc. As each effort is accomplished, all one would then have to do would be check them off.*

Judges Are Enthusiastic Over First Contest Entries

PHILADELPHIA—Even the judges are waxing enthusiastic over MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPTAKES.

In the first voting the following comments were written on ballots:

"All entries were novel, easy to do, inexpensive."

"All should be given credit for fine effort."

"All ideas were very good."

"Entry Number Two (World Tour) is a very good idea. We are putting it in three of our theatres, maybe more."

"I like the travelogue idea very much. People should know more about other places."

RUNNER-UP NUMBER 1

World Tour

This enterprising operator recently hit upon an idea of playing a series of travelogues from the various companies as a "world tour," for which he issued special "travel guides." The shorts are played along with the regular Haven Theatre shows on specified dates for a 15-week period. The trip is dated and outlined and presented in this serial form.

Downing's attractive travel folder is announced on the first page as: "Your Guide.

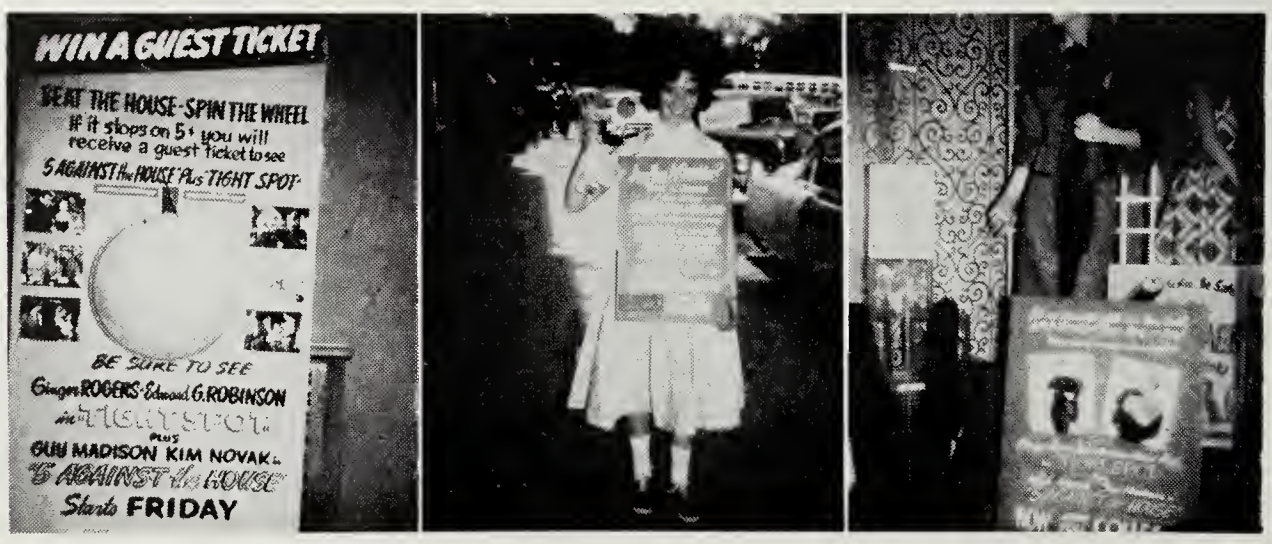
Submitted by L. E. Downing,
Haven Theatre, Brookhaven, Miss.
340 seats • top adult admission 50 cents
Family town and farm patronage.

Tour Around The World at no extra cost to you starting (date). See a planned world tour for the first time on any screen in the world, here on the giant screen of your friendly Haven Theatre, Brookhaven, Miss."

On the inside pages he lists the full schedule and playdates. As outlined the trip includes, in the following order, "Mobile, Ala.," "Washington, D. C.," Cypress Gardens, Fla.," "Las Vegas, N. M.," "Annapolis and West Point," "Calgary, Canada," "Vancouver, B. C.," "Niagara Falls," "Alaska," "Los Angeles and the Tournament of Roses," "Coney Island," "Japan," "Formosa," "Hong Kong," "Manila," "Honolulu," "Kashmir," "India," "Greece," "South Africa," "Spain," "Lisbon," "France," "Germany," "Valley of the Rhine," "Bavarian Alps," "Denmark," "England," "Venezuela," and "Mexico."

This idea is readily adaptable and with a bit of ingenuity other tours could be worked out. It's a swell way to sell travel shorts; in fact the idea might be broadened along the lines of the late Burton Holmes' travelogues; with a flock of shorts edited into a "Trip To South America"; "A Trip To Europe"; etc. There are many patrons who appreciate these glimpses and trips to foreign shores, and far places. Many others might readily be sold on the idea, if it is done as well as Downing has done it.

Three portions of Kleper's winning entry are shown below. On the left is a lobby display playing up the gambling feature with partons requested to spin the wheel and win a free ticket; center, girl used as street bally, and, right, one of many window displays.



...NSHIP ...AKES...

...alists In Contest No. 1

RUNNER-UP NUMBER 2

Theatre Survey and Programs

Submitted by Frank K. Shaffer,
SW's Dixie and Strand, Staunton, Va.
879 and 865 seats
top adult admission 50 cents
Family and college type patronage.

The "theatre information card" (reproduced herewith) resulted in this theatre, as a result of a survey, securing a very excellent mailing list and afforded an opportunity to meet new people coming into the community.

Manager Shaffer says, "Early in 1954 we knew that two big firms would locate in Staunton; and another would build in Waynesboro, Va., only 11 miles east. The "survey cards" were printed locally at a reasonable price. I checked with real estate men as to the sections of the city where the new people were living. There are several new developments, such as Hillcrest, Skymont, Beverly Hills, Mountain View and Liberty Heights.

"One morning early my assistant and myself drove to one of these sections of about 50 houses; and got ourselves some new names. We also met some very fine people, most of whom came from New England and Brooklyn, N. Y. I assure you that a personal visit can mean a lot to new folks coming from a large city to a very small community.

"After we had spent about three weeks in morning visits we had a new mailing list. I then secured the services of the representative of the "Welcome Wagon" service and, also, "Newcomers Service," and for a few passes I got additional names. I also got office workers in these large plants to get me names of the workers. Of course, I got quite a few duplicates; but the idea of the theatre manager and his staff personally calling upon these newscomers will surely help the gross at my boxoffice. I even got residents of several large apartment units to get me the names of the new families.

THEATRE'S INFORMATION CARD

NEW RESIDENT	CHILDREN IN FAMILY	REMARKS
YES___	AGES	
NO___	BOYS___	
LIKES	GIRLS___	
WESTERN___	TV IN HOME	
MUSICALS___	YES___	
COMEDIES___	NO___	
HUSBAND WORKS AT	WIFE WORKS	NAME
	BABY SITTER DESIRED	ADDRESS
		PHONE

"All these people now are on my mailing list for 'Movie Chatter,' a four-page weekly program, printed at no cost to the theatre, due to my selling back page ad space for $25, for which I get 2,000 copies.

"The entire make up of the programs was my idea; front covers, such as a cartoon under the theatre masthead showing a mother telling her children 'Susie, take your brother to the 'Bonus Show' at the Dixie Theatre. After the picture wait in the lobby and your Dad will pick you up'; reading material on the inside pages, in addition to current attraction copy, such as community events, church notices and some jokes (maybe not so good).

"As for distribution of the programs, 500 each week are mailed to out-of-town patrons and our mailing list; 500 are used in week-end grocery baskets in return for a couple of passes. Four independent merchants use the programs in their delivery trucks and this was found to be a very good means of getting the programs into the homes; 500 were 'stuffed' in the Sunday pre-date editions of the Washington and Baltimore newspapers; and about 500 were distributed at the theatre.

"As a result of the survey, we now know the number of persons in each family, and also their likes and dislikes.

"These ideas can be used in most every community. The survey, in particular, will give the theatre manager a 'reason' for visiting with the people, becoming known and getting across friendly messages in connection with his house."

RUNNER-UP NUMBER 3

Inexpensive Lobby Bulletin Board

Submitted by Michael King,
Nortown, Toronto, Canada.
959 seats • top adult admission $1.00
Family type patronage.

Here is a relatively simple, inexpensive, yet impressively designed stunt for a lobby display that is truly ingenious.

King says "all we've done is put up a 'bulletin board' in our lounge area. I cut out items from MOTION PICTURE EXHIBITOR and other trade journals, and supplement these by listing a 'Famous Players Entertainment Guide,' detailing programs at all other FP houses in Toronto. You'd be surprised how many of our patrons stand for more than five minutes at a time reading all the 'small print'."

RUNNER-UP NUMBER 4

Movie Pills

Submitted by Clarence Morris,
Morgan Theatre, Morgan, Minn.
360 seats • top adult admission 50 cents
Mixed village and rural type patronage.

"My 'little pills' stunt has been used successfully to promote and sell my theatre to the public.

"This consists of distributing small sealed envelopes containing several pieces of sugar candy and imprinted on the front, as illustrated, "℞ Little Pills For All Your Ills! Certain to cure melancholia: to change those blues into rosier hues . . . and cause you to laugh and enjoy life. DIRECTIONS. Dissolve pill in a glass of water . . . allow to stand for two hours and a half . . . during which time, visit the Morgan Theatre. When you return, throw pill away . . . you won't need it after seeing any of our attractions at the Morgan Theatre. There's More Fun At The Movies'."

Morris states he gave his little gimmick to an MGM Workship in Minneapolis recently; and understands that many theatres are now using it.

℞ Little Pills for All Your Ills!

Certain To Cure Melancholia; to change those blues into rosier hues . . . and cause you to laugh and enjoy life.

DIRECTIONS: Dissolve pill in a glass of water . . . allow to stand for two hours and a half . . . during which time, visit the MORGAN THEATRE. When you return, throw pill away . . . you won't need it after seeing any of our attractions at the MORGAN THEATRE.

"There's More Fun At The Movies!"

This is the "prescription" side of the envelopes used to distribute Morris' "Cure All."

"Sweeps" Money Pyramids As Film Companies Join In

At press time it was already known that Columbia had offered a $500 cash prize in the SHOWMANSHIP SWEEPSTAKES for the best campaign on their science fiction film, "It Came From Beneath The Sea"; that Paramount had offered a similar $500 cash prize for the best campaign on "We're No Angels"; and that Universal-International was about to do likewise and post yet another $500 on "The Private War Of Major Benson."

These film company prizes, which it is expected will total over $4,000 by next month, are, of course, in addition to MOTION PICTURE EXHIBITOR'S own $100 weekly award. In order to win any of the money posted by the various companies it is ALSO necessary to place first in a SHOWMANSHIP SWEEPSTAKES contest with your stunts or campaigns on these films during the period in which the companies have their money on the line.

Contestants should make careful note of the starting and expiration dates of these contests added to SHOWMANSHIP SWEEPSTAKES by the various film companies.

"I'm A Nice Guy, But I Never Come Back"

CHICAGO—This message titled "I'm A Nice Guy" was sent by John Balaban, president, Balaban and Katz, to the personnel of all his theatres:

"I am one of those nice movie patrons who never complains about anything.

"For instance . . . when I telephone the theatre to find out what's playing . . . or when the feature starts . . . I don't get mad when I'm answered by a grouchy voice.

"If the cashier is surly . . . or accidentally gives me the wrong change . . . it doesn't rile me, because I'm a nice patron.

"And when an usher doesn't offer to show me to a seat, I don't mind. I just wait until my eyes become accustomed to the darkness and find my own seat.

"It's the same way when I go to the concession stand. If the attendant takes her own sweet time, then serves me with an air of utter boredom . . . I always smile cheerfully, because I'm an easy-going patron.

"If there are some rowdy kids, or grown-ups, sitting near me . . . I don't sssshhh them indignantly. I don't like to complain about such things. I just sit and suffer.

"If the sound is not loud enough, or it's too loud . . . I never raise a stink about it. I figure somebody'll get around to adjusting it soon.

"If the show is not as colossal as it was advertised . . . I don't mind. I like movies.

"When I go to the rest rooms and find dirt all over the place . . . lights burned out . . . no towels . . . I don't say anything to the manager. I wouldn't want to hurt his feelings, or create an unpleasant situation. That's the way I am.

"No . . . I never complain about bad service in the theatres. I never argue or criticize. I'm just a nice patron.

"But I'll tell you what else I am: I'm the patron who never comes back!

"In other words, I'm a dissatisfied patron. And I'm not alone. There's a mob of us. Maybe we're that 'lost audience!'

"Sometimes I wonder why theatres spend so much money trying to get patrons back, when they could have kept us, in the first place—with just a little courtesy!

"Courtesy and Hospitality is our very life."

Ray McNamara, Allyn, Hartford, Conn., recently had this model, with appropriately-bannered parasol, walking through the downtown area to plug Continental's Alec Guiness' film, "To Paris With Love."

SW's Phil Katz Lauds SWEEPSTAKES Campaign

PITTSBURGH—Phil Katz, just advanced to advertising manager of the local Stanley Warner zone, writes in connection with MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES, "Your new Sweepstakes idea is tremendous. It will certainly stimulate a much needed surge of showmanship on the managerial level. I am writing to all men in our area. Watch out for their entries. You've hit on just the type of showmanship competition the men enjoy. Congratulations and good luck with your SHOWMANSHIP SWEEPSTAKES."

"Hams" Bally U-I's "Earth"

BUFFALO, N. Y.—In connection with the recent showing of U-I's "This Island Earth," Bill Brereton, ad-pub chief, Lafayette, put over a small stunt through which radio "hams" of the area showed how they can speed messages to all parts of the world in a demonstration in the theatre lobby.

The demonstration was given by members of the Kenmore-Buffalo-Towanda Radio Club, Radio Association of Western New York, American Radio Relay League, and Military Affiliated Radio System.

The "hams" accepted messages from the public to be sent free to anyone anywhere in the free world. The local newspapers used stories and art on the stunt. In fact, the Buffalo Evening News used a photo showing Joan E. Leech, Buffalo, talking to a friend, Private Joseph Kane, in Hanna, Germany, from the Lafayette lobby, as a "ham" radio operator worked the set.

Tieups Help, Too

HARTFORD, CONN.—Lou Cohen, Loew's Poli, recently planted a co-op. ad and promotion on U-I's "This Island Earth" that got plenty of attention.

Headed "Hey Kids, Free!" the ad enumerated prizes consisting of two planetariums, 12 space ships, 26 theatre passes, plus free prizes to all other winners; nothing to buy, easy to do. Simply fill in the entry blank and answer the question: "What is the name of the mysterious planet in outer space which is featured in the great new film, 'This Island Earth'. Bring the entry blanks to Economy Sales."

Gun-slinging sirens recently shot the works for UA's "Kiss Me Deadly," Chicago, Chicago. The trio of bally belles sporting leg holsters patrolled the Loop as bally for the film; and they are seen here in front of the theatre.

"Not As A Stranger" Gets Tieup Attention

NEW YORK—A jumbo program of national tieups that will reach millions of shoppers, readers and travelers throughout the United States and Canada has been set in behalf of "Not As A Stranger," it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists.

The co-op slate, figuring in the $1,200,000 promotional campaign will provide banner support via national magazine ads, newspaper insertions, store displays, and special mailing pieces and brochures. Tieups include Emerson Radio and Television, with full-page ads in Life, Look and The Saturday Evening Post, timed with local playdates and carrying theatre announcements. Lux Soap is booming "Not As A Stranger" with big-space newspaper ads featuring Olivia de Havilland. The insertions will run in 215 key city newspapers. Lux also is cooperating in a window display campaign that will spot scene stills and playdate cards in more than 20,000 drug stores.

The top-gear promotion will be carried to the readers of Time magazine in a Van Heusen ad featuring Broderick Crawford. United Airlines is drumbeating the release with a special counter display piece depicting Miss de Havilland and Mitchum arriving on a Mainliner. "Not As A Stranger" will be ballyhooed through a series of co-ops sponsored by surgical and medical supply houses. The Bob Evans Uniform Company is launching a nation-wide promotion through its 5,000 retail outlets, with ads and special materials pegged to a scene showing Miss de Havilland in an Evans uniform.

The Pioneer Rubber Company, manufacturers of surgical gloves, is saluting the production with four ads slated to run in leading trade publications. Window and store displays will feature scene stills and playdate posters. Nurse Wear Hosiery will boost the film via a full-page ad which will run twice in the American Journal of Nursing. Johnson and Johnson has prepared a four-page, full-color brochure carrying stills and credits. Further department store attention will come from Penaljo Shoes, which also are retailed in nurses' specialty shops. The Maico Company, which manufactures stethoscopes and other medical instruments, is kicking off a big advertising and promotion campaign that will spot ads in trade publications and displays in 180 outlets, all employing scene stills and big-space mentions for the picture.

NSS Trailers Offered

NEW YORK—National Screen Service recently announced the availability of "ticket-selling" trailers for the "Take Them Out To The Movies" campaign. They can be used along with the 30 x 40 "Take Them Out To The Movies" display, and are said to be a "natural" for merchant tie-ins. The header which follows the "Take Them Out To The Movies" trailer and ties-in the merchants' names reads, "'Take Them Out To The Movies' After you patronize the following friendly merchants (name of town)" and then into the merchant ad copy.

STUDIO SURVEY

The Editor Speaks

ELMER C. RHODEN, head, National Theatres, Inc., recently demonstrated in Hollywood a new electronic lens system of photography that uses the three strip of film principle also utilized by Cinerama, but is designed to eliminate the joining line when projected by three synchronized projection machines.

PAUL MANNING

THE PROJECTION of a feature length motion picture, as soon as this system has been fully developed, was also part of this National Theatres announcement. Rhoden stated that approximately six months would be required before they would be ready for production. No story or cast has as yet been selected.

THE HIGHLIGHT of the Hollywood demonstration was the projection of a three-section panoramic picture (the air flight portion of the first "Cinerama" feature was used). Using three projection machines housed in one central projection booth, rather than the three booth Cinerama system, this new method employs a mirror reflection system to reproduce the same effect. The designers of this new process claim the equipment is completely portable from theatre to theatre, and this includes the large curved panel screen.

RHODEN POINTED OUT that this would allow road show attractions, like Cinerama, to be shown in many more theatres than presently possible, and also to be able to move from theatre to theatre as needed.

IT ALL ADDS UP to the realization that the growing battle of the big screen has only just begun! With CinemaScope, Vista-Vision, Todd-AO, Cinerama, and now this new process called Cine-Miracle, it looks like real exciting days ahead!

Paul Manning

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STUDIO SURVEY appears every fourth Wednesday as a regular **MOTION PICTURE EXHIBITOR** department. The section is devoted exclusively to the arts, people, creative ability, and physicol properties which make up the production side of the motion picture industry. Edited from the west coost, all informotion relating to editorial contents should be directed to Paul Manning, 9628 Cresto Drive, Los Angeles 35, California. For other information, address MOTION PICTURE EXHIBITOR, published weekly by Joy Emanuel Publicotions, Inc. Publishing offices: 246-48 North Clorion Street, Philadelphia 7, Pennsylvanio. New York office: 229 West 42nd Street, New York 36. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 8, No. 7 July 6, 1955

Motion Picture Exhibitor Laurel Awards Nominations

20th CENTURY-FOX's

"THE SEVEN YEAR ITCH"

starring

MARILYN MONROE and TOM EWELL

with

EVELYN KEYES, SONNY TUFTS, ROBERT STRAUSS, OSCAR HOMOLKA, MARGUERITE CHAPMAN, VICTOR MOORE, ROXANNE, DONALD MacBRIDE, CAROLYN JONES

A Charles K. Feldman Group Production.

Produced by Charles K. Feldman and Billy Wilder. Directed by Billy Wilder. Screen play by Billy Wilder and George Axelrod. Based on the original play by George Axelrod.

A CinemaScope Production. Color by De Luxe.

WARNER's

"LAND OF THE PHARAOHS"

starring

JACK HAWKINS, JOAN COLLINS, DEWEY MARTIN, ALEXIS MINOTIS

with

JAMES R. JUSTICE, LUISA BONI, SYDNEY CHAPLIN, JAMES HAYTER, KERIMA, PIERO GIAGNONI

Produced and directed by Howard Hawks.

Written by William Faulkner, Harry Kurnitz, and Harold Jack Bloom.

Music composed and conducted by Dimitri Tiomkin.

A CinemaScope Production. Color by WarnerColor.

COLUMBIA's

"THE MAN FROM LARAMIE"

starring

JAMES STEWART

ARTHUR KENNEDY, DONALD CRISP, CATHY O'DONNELL, ALEX NICOL, ALINE MacMAHON

with

co-starring

WALLACE FORD, JACK ELAM, JOHN WAR EAGLE, JAMES MILLICAN, GREGG BARTON, BOYD STOCKMAN, FRANK DeKOVA

Produced by William Goetz. Directed by Anthony Mann.

Screen play by Philip Yordan and Frank Burt, from the Saturday Evening Post story by Thomas T. Flynn.

A CinemaScope Production. Color by Technicolor.

Eager to help out in every way he possibly could, Jerry doubled as a bus boy, carrying dishes to and from the kitchen.

Borscht Belt Bellylaughs

DEEP in the Catskill Mountains of Sullivan County, N. Y., where Rip Van Winkle is reported to have spent 20 years resting, some 120 ladies and gentlemen of the press, radio, and television spent a not-so-restful two days not long ago in the company of Jerry Lewis at the modern Brown's Hotel. The occasion was the press preview of "You're Never Too Young," the newest Martin and Lewis release by Paramount. The pictures herewith are a sampling of the extent to which Lewis, Paramount, and the hotel's owners, Charles and Lillian Brown, went to make it a weekend much enjoyed by newspeople, and a public-relations event of noteworthy success.

ALTHOUGH IT TURNED OUT to be a rainy weekend, few objections were heard from the guests, who were grateful for additional opportunities to enjoy the antics of Lewis, whose indefatigible humor and energy never gave out. From the moment the first guests arrived from town, Lewis wouldn't stop manufacturing laughs; he was a bell-hop one moment and a bus boy the next, with floor shows in between.

IN BETWEEN MEALS, cocktail parties, night dubbing, and general romping, Lewis took a few minutes out to dedicate the new Martin and Lewis Playhouse on the grounds of the resort, unveiling the neon name sign installed before the guests arrived. Later, the VistaVision projectors rolled with the preview of "You're Never Too Young." The previous evening, a live show was presented on the theatre's stage, at which time Lewis welcomed the guests in a speech marking one of the few occasions during the weekend when he was serious. Another was the conclusion of his club floor show the last evening, when he thanked everyone for having refrained from asking questions about what he referred to as his "partnership problem."

In spite of the inclement weather, Jerry and Mrs. Lewis ventured to the poolside, resplendent in new Catalina swimming suits.

Jerry Pickman, Paramount advertising and publicity staff, and Herb Steinberg, Paramount exploitation, joke with Charles and Lillian Brown, center.

A large cocktail reception in the new Martin and Lewis Playhouse at Brown's Hotel was one of the many activities of the busy weekend.

Lewis obligingly posed with many newspeople at Brown's. Above, he is shown with Jerry Sager and Larry Morris, New England exhibitors.

A festive array of good things to eat awaited the guests in Brown's dining rooms. Left, Jerry inspects a special cake, and then imitates his sculpture in ice.

In the hotel lobby, a pet penquin briefly got in on Jerry's act. The good-natured police force of Sullivan County received its share of laughs, too, as did the regular bell-hop service of the hotel when Lewis tried helping to transport baggage.

Is this golf? The indoor and outdoor versions according to Lewis are seen above. His lessons from the shapely young lady were soon turned to good use instructing others in his own way. The comedian, when not clowning, turned out to be quite a golfer.

Tom-Tom To Smith

NAT W. JAMES and PETE SMITH

PETE SMITH, famous for his MGM short subjects for many years, started his 41-year Hollywood career as a press agent, representing such early day motion picture headliners as Mary Pickford, Samuel Goldwyn, Milton Sills, and others. In fact, Smith was the first really bigtime press agent the motion picture industry ever had.

BECAUSE OF HIS background, The Publicists Guild, representing press agents from the motion picture, radio, and television industries in Hollywood, have made him the recipient of their third annual Tom-Tom Award. Committee members Phil Gersforf, Barrett Kiesling, Vance King, and Hilda Black were present when Guild president Nat W. James and Tom-Tom Committee chairman Jack Atlas made the award.

THE SCROLL reads "The Publicists Guild proudly presents Pete Smith the 1955 Tom-Tom Award in recognition of his long and colorful career in motion picture public relations, publicity, and advertising. His success has been outstanding, his achievements extraordinary. His contributions to the industry have been an inspiration to all publicists and have earned him the respect and admiration of the film industry. Signed, Nat W. James, president, Publicists Guild."

SMITH'S SPECIALTIES have been showered with honors through the years, several times capturing MPE LAUREL AWARDS. The government has also recognized the excellent work being done by the producer in the fields of safety, bond sales, and other civic endeavors. Smith figured out early that the way to an audience's interest was through its funny-bone, and his hilarious scenes and wry narration have taught many a valuable lesson in history, geography, and just plain citizenship.

HE HAS never stopped being a publicist, and a good one, although the scope of his work has broadened.

20th-Fox Gets TV Boost

NEW YORK—Sheree North provided excellent advance promotion on 20th-Fox's "How To Be Very, Very Popular" this Sunday as she made a guest appearance on NBC's Colgate Variety Hour. Miss North introduced a clip from the film, which was highlighted on the show.

GOOD THINGS TO COME FROM HOLLYWOOD...

20th-Fox's "The Seven Year Itch"

A Charles K. Feldman Group Production

YESIREE—This is real hi-jinx entertainment! Billy "The Twinkle" Wilder, at the directorial helm, reached deep down into his bag of tricks and came up with as breezy and gay a picture as has reached the screen in many a laugh moon.

MARILYN MONROE, a pulchritudinous doll if ever one there was, bats a booming home run every time she swings those silken lashes (man oh man!), pouts those ruby wine lips, and makes like the Blond Goddess of what it takes to make a man happy! Whatever it takes, this doll of dolls has got it, in spades! Tom Ewell, in the role he made famous on Broadway, turns in a great performance.

"THE SEVEN YEAR ITCH" is high powered ammunition to rack up solid boxoffice results in any situation. Just what the doctor ordered for these doldrum summer days. Such goings on!

LUSCIOUS MARILYN has long been an eye balm for this editor. She looks like what a healthy, happy dream should look like. I'm sure that her screen future is just brimming with scads of happy, carefree roles, the kind only she could do justice to.

SO—thanks to Billy Wilder, Charles Feldman, Marilyn, Tom Ewell, the others in the swell cast, and also to 20th-Fox for having the good fortune to release this happy hit.—P. M.

Seen are scenes from 20th-Fox's hit comedy, "The Seven Year Itch," starring Marilyn Monroe and Tom Ewell, and producer Charles K. Feldman and director Billy Wilder.

"Phenix" Prologue Set

HOLLYWOOD—Interview and local color film footage obtained by Clete Roberts, correspondent and news commentator, during the filming of Allied Artists' "The Phenix City Story" in the Alabama community, will be used as the prologue for the film which Samuel Bischoff and David Diamond produced.

Roberts' footage originally was obtained for the producers for use in theatre and television promotion for the film which will have its world premiere at the Woods, Chicago, on July 19.

NEWS OF THE TERRITORIES . . .

Officers Installed In Atlanta WOMPI

ATLANTA—Mayor William B. Hartsfield was the principle speaker at the Variety Club when the Women of the Motion Picture Industry installed their newly elected officers for 1955-56. The occasion was a dinner with favors for guests.

The welcome address was made by Mrs. Betty Rary, the retiring president, and the invocation was by Mrs. Helen Taylor. Recognition of old officers was by Miss Edythe Bryant, following which Mrs. Christine Smith Gilliam introduced Mayor Hartsfield to install the officers.

The following were installed, Mrs. Stella Poulnot, president, Republic; Mrs. Evelyn Snow, first vice-president, Wil-Kin; Mrs. Ernestine Carter, second vice-president, Paramount; Miss Doris Hones, recording secretary, Buena Vista; Miss Katherine Moore, corresponding secretary, National Theatre Supply; Miss Edythe Bryant, treasurer, National Screen Service. New members of the board are Mrs. Thelma Haglund, U-I; Mrs. Johnnie Barnes, Wilby; and Miss Martha Hall, MGM. Mrs. Betty Rary, retiring president, will also serve on the board for one term.

The new committee chairmen are Mrs. Charline Jones, MGM, service; Mrs. Martha Chandler, United Artists, publicity; Mrs. Grace Bramblett, Paramount, extension; Miss Mildred Castleberry, Martin, by-laws; Miss Pat Brown, Warners, finance; Miss Darlene Eskew, Wilby, bulletin; Mrs. Jackie Cowart, United Artists, social; Miss Grace Woolley, Columbia, club history; and Mrs. Lynda Burnett, United Artists, gift.

Delegates to the national convention in New Orleans will be Mrs. Poulnot and Mrs. Rary.

New York Head Censor Wins Education Post

ALBANY—The appointment of Dr. Hugh M. Flick, director, State Education Department's motion picture division since 1949, as executive assistant to the education commissioner, effective July 1, was announced.

Dr. Lewis A. Wilson, present commissioner, who is retiring after 43 years' service, made the choice with the concurrence of Dr. James E. Allen, Jr., deputy commissioner and his successor.

In his new post, Dr. Flick will receive $12,000 a year. He was paid $9,934 as director of motion picture division, actually chief censor. He has been associated with the State Education Department since 1928, originally as assistant archivist and historian. His late father, Dr. Andrew C. Flick, served as state historian from 1923 to 1939. Dr. Flick, who held an army commission during World War II, was considered the most liberal and accessible head censor in New York's movie history.

Bowen Succeeds Flick As N.Y. Censor Chief

ALBANY—Continuation of an experienced and steady hand at the controls of the motion picture division, State Education Department, was assured when Dr. Ward C. Bowen, acting head from 1946 to 1949, was redesignated interim successor to Dr. Hugh M. Flick. Dr. Bowen has been affiliated with the department for 30 years, recently as chief, bureau of audio and visual aids.

Dr. Lewis A. Wilson, who retires as Commissioner Sept. 1, designated Dr. Bowen as acting chief censor. He also made the appointment of Dr. Flick as executive assistant, doing so in concurrence with Commissioner-elect James E. Allen, Jr. The 44-year-old Dr. Allen is prcsent deputy commissioner.

Dr. Bowen is highly regarded and respected in the Education Department, which guarantees him its firm support in the difficult task of administering a law with the high explosive content of motion picture censorship.

Albany

Negro stagehands have been admitted for the first time to full membership in New York City Theatrical Protective Union 1, IATSE, Commissioner Elmer A. Carter, State Commission Against Discrimination, announced in a release received here. The local, in existence since 1886, covers electricians, carpenters, and property men working in the nation's major theatrical center. Commissioner Carter praised the move; said that steps taken by labor to eliminate "both constitutional and practical discriminatory bars in unions constituted one of the most significant trends in the past decade of the trade union movement. Dissolution of an all-Negro IATSE affiliate, known as 1-A, preceded the admission of the Negro stagehands into Local 1. Union officials revealed that acceptance of Negroes into the union had been approved "unanimously" by its membership at one of the largest meetings held in many years. Vincent Jacobi is president, Local 1. . . . "It is vital to every theatre in the Albany exchange district that there be representation at the Audience Awards meeting called for the 20th-Fox projection room on July 11," co-chairman Harry Lamont stated. He emphasized that exhibitors, theatre managers, branch managers, and salesmen were invited. Details of the voting plan, received from COMPO in New York, will be presented at the gathering. Literature will be distributed. Each salesman will be given a number of theatres to contact for their cooperation in establishing the machinery of lobby balloting. Lamont will preside at the meeting. Serving with him on the committee are Louis W. Schine, Schine Circuit, Gloversville, and Ray Smith, Warners branch manager.

Atlanta

It's a baby boy for the Norris Stephens, Stephens Booking Office, Savannah, Ga. . . . William Hendley,. former manager, Paramount, has joined Stanley Warner as manager, Majestic, Gettysburg, Pa. . . . One of Georgia's largest and most modern drive-ins, the South Expressway, is open to the public. The new theatre is built to accommodate over 1,000 automobiles, has one of the largest screens in the state, and is engineered for CinemaScope and wide-screen pictures. An outdoor patio with seating facilities and a drive-in cafeteria concession area are among the new features. Operators and builders of the new drive-in are Georgia Theatres.

The Georgia Theatres Company, Augusta, in a merger operation involving over a million dollars in property, has taken over the management of the Sky-View, Forest Hill, and Bon-Air Drive-Ins, and will operate them jointly with its other Augusta theatres. John H. Stembler, president, said that three of Augusta's six drive-ins will be closed temporarily. . . . Robert L. Duncan will start construction of a roofed theatre in Islamorado, Fla. He owns a drive-in on Plantation Key. . . . A short circuit in a border light backstage at the Park, Tampa, Fla., caused fire damage of $5,000. A new screen was flown by air express from New York.

The following theatres have closed: the Cedar, Cedartown, Ga.; the Gadsden, Gadsden, Ala.; the Dixie Drive-In, East Gadsden, Ala.; the Bama, Alabama City, Ala.; and the Liberty, Atalla, Ala. . . . James Reed, Bell, Marietta, Ga., was transferred as manager to the Martin, Atalla, Ala. . . . Mr. and Mrs. Robert Andrews are operating the Jackson Drive-In, Graceville, Fla. S. C. King, Dotham, Ga., is owner of the situation.

Tom Baldridge, MGM field press representative, was reelected chairman of the JayCee War Memorial Fund Board of Trustees. The fund, which has a half million dollar goal, was founded by Baldridge, ten years ago at Omaha. It owns and operates the $300,000 JayCee War Memorial Building, which houses the national headquarters of the United States Junior Chamber of Commerce, at Tulsa, Okla. Baldridge, who was also the first president of the Virginia JayCees and a former national vice-president of the United States Junior Chamber of Commerce, announced that the trust fund, beginning in September, would award eight college scholarships to worthy students.

The Milton, Milton, Fla., a unit of the Fred McLeondon circuit, has installed wide-screen. . . . The T. G. Soloman Theatre Company named Glen DeFallo city manager, the Clarke and the Baker-Grand, Natchez, Miss. Mrs. DeFallo was named assistant manager.

Boston

Robert Coyne, general counsel, COMPO, addressed a group of New England exhibitors at the Hotel Bradford to explain the exhibitors' part in the Audience-Awards plan. The meeting was arranged by the publicity committee headed by Paul Levi, which includes Arthur Lockwood, Harry Feinstein, Jack Saef, Charles Kurtzman, Edward Lider, and Frank Lydon. . . . Melvin Davis, Brookline, head booker, Republic, is engaged to marry

IENE Regional Meet Is Highly Successful

BOSTON—The first of the regional upstate meetings conducted by Independent Exhibitors of New England, a unit of National Allied, was such a success that others have been scheduled in Vermont and Maine at an early date. Edward Lider, president, IENE, and Carl Goldman, executive director, presided over the luncheon meeting at the Eagle Hotel with the following exhibitors present, John Anthony, Marie Bruno, Fenton Scribner, Armand Pepin, George Freeman, all of Manchester; Warren Nichols, Peterboro; Fred Markey, Exeter; Ken Dimmock, Hanover; Joe Bronstein, Nashua; Henry Gaudet, Weirs; Beryl Aldrich, Lisbon; Robert Robie, Hookset; and Walter Stariknok, Boscawen.

Problems of adverse legislation were aired, including how to handle the hearing scheduled for the following day on a bill before the Senate Labor Committee to raise the minimum wage for part-time help, including theatre employes. The COMPO Audience Awards elections were discussed, with members urged to cast their ballots. Film rentals was another subject on the agenda, as well as toll-TV, with the group brought up to date on the efforts of the anti-toll-TV committee's work.

New England Heart Award Goes To Rudolph F. King

BOSTON—When word came that Robert O'Donnell was unable to make the trip from Texas, Arthur Lockwood was rushed in to take over the emcee duties at the Great Heart Award banquet when the Variety Club of New England presented the award to Rudolph F. King, Massachusetts Registrar of Motor Vehicles. The ballroom of the Hotel Statler was filled with more than 800 friends of King who witnessed the ceremonies when he was the recipient of the annual award for "doing the greatest amount of good for the greatest number of people."

The speakers were Archbishop Richard J. Cushing; Walter Brown, chief barker; Richard I. Furbush, representing Governor Herter; Jack Brown, representing Mayor Hynes; George Hoover, chief barker, Variety International; Frederic Clarke, New Hampshire Commissioner of Motor Vehicles; Curt Gowdy, "the voice of the Red Sox"; Jim Britt, sportscaster; and Dr. Daniel Marsh, chancellor of Boston University. Dr. Sidney Farber, scientific director, Children's Cancer Research Foundation, made the presentation.

"Sinbad" Booking Hit By Buffalo Catholics

BUFFALO—The area's newest drive-in, the Twin, opened on June 24 with a first-run showing of "Son Of Sinbad," and "20,000 Leagues Under The Sea." Manager Anthony Ragusa presented orchids to the first 1500 ladies and there were free gifts for the kiddies. "Lucky Pierre," a local WHLD radio personality, is broadcasting his regular program from both the Twin drive-ins from 6:15 until 9 p.m.

Tri-States Automatic Vending Company is operating a cafeteria snack bar in the Twin, and there is a children's playground, with merry-go-round, slides, and swings.

When it became known that the Twin was to show "Son Of Sinbad," which has been condemned by the Legion of Decency, The Catholic Union and Times, local diocesan weekly, published the following at the top of its theatre page:

"NOTICE! Since the Twin Drive-In Theatre, Wolden at Dick Road, one and one-half miles east of Thruway Plaza, has announced the showing of the condemned motion picture, 'Son Of Sinbad,' the Legion of Decency is asking all practical Catholics to avoid this theatre, not only during the showing of 'Son Of Sinbad,' but also for the remainder of the 1955 outdoor season." The same notice was used in the local Buffalo newspapers.

Glenys Blumenthal, Portland, Maine. . . . Robert Werner has taken a lease on the State, East Milton. . . . Redstone Drive-In Theatres have applied for a license to erect a huge drive-in theatre on 30 acres of undeveloped land at East Boston. Mayor Hynes stated from his office that he will approve an amusement license for the proposed theatre.

The Suffolk, Holyoke, Mass., has been leased for a 10-year term to Bing Theatre Company, a subsidiary of Western Massachusetts Theatres. In 1936, Rifkin Theatres, headed by Herman Rifkin, took a long term lease on the Suffolk from Charles Rackcliffe, and in 1945, Herman Rifkin purchased the property and continued to operate the house. Bill Jordan, manager under the Rifkins, continues, as does the rest of the staff. . . . Bob Hope, plugging Paramount's "Seven Little Foys," which was greeted enthusiastically at the Paramount on a sneak prevue basis, was in town to meet the press. Arnold Van Leer, Paramount publicist, arranged a cocktail party for him at the Sheraton Plaza Hotel.

Buffalo

Mrs. Robert M. Kallet and her children arrived to be the guests for the summer of Mrs. Kallet's parents, Mr. and Mrs. Elmer F. Lux, at their summer home in Waverly Beach, Ont. Lux is head, Elmart Theatres, and president, Buffalo Common Council. Kallet is associated with the Kallett Theatres Circuit in central New York. . . . Jim Fater, recently a member of the Columbia sales staff here, has rejoined the sales force at U-I. Fater will cover the Rochester-Syracuse territory. . . . Clarence Miller, recently a Niagara Falls motel operator, has opened the Orleans Drive-In near Albion, N. Y. . . . The Capitol, Binghamton, N. Y., is now operating nights only. It is the first time the Capitol operated on half-time since its opening. . . . Mike Perna, who recently sold the old Academy to the Marine Trust Company, has purchased the Keith, formerly owned by Dewey Michaels. The purchase price is said to be $65,000. Veteran exhibitor Jim Bailey is manager.

The Community Drive-In Church has opened for the summer season at the Empire Drive-In, near Rochester. Improved electronic devices, including new microphones at the pulpit, have been installed. Attendance each Sunday last season emphasized the value of the drive-in services for vacationists on their way for a day's outing, and for sportsmen bound for a week-end of fishing. Semi-invalids and aged persons who find it difficult to walk or climb stairs have been able to attend the services without getting out of the cars which brought them. . . . When Edward J. Wall, field representative, Paramount, was in setting up an advance promotion campaign with Arthur Krolick and Charlie Taylor at the UPT executive offices, he also passed out stogies. It seems Granpa Wall was celebrating the birth of a baby boy to Mrs. Robert T. Wall, wife of his son, in Brady hospital, Albany.

Charlotte

The following theatres have been taken over by Queen City Booking Agency as reported by Mrs. Margie Thomas, Wonct, Bladenboro, N. C.; Scotty, Fair Bluff, N. C.; Waylyn, Charleston, S. C., J. W. Cox; Mooney, Fairfield, S. C., Clifton Mooney; the following reopenings were

WANTED

TO LEASE—THEATRES IN NEW ENGLAND AREA. STATE FULL PARTICULARS IN YOUR REPLY.

Write Box No. 170

M. P. EXHIBITOR, 246 N. Clarion St., Phila. 7, Pa.

Dr. Sidney Farber recently presented the "Great Heart" award to Massachusetts Registrar of Motor Vehicles Rudolph F. King at the New England Variety Club's annual banquet. Seen, left to right, are Samuel Pinanski, trustee of the Children's Cancer Research Foundation; Variety Clubs International Chief Barker George Hoover, Miami, Fla.; John Rowley, first assistant chief barker VCI, Dallas; King; Ted Williams, Red Sox baseball slugger and a trustee of CCRF; Dr. Farber; Jack Dumestre, Atlanta, treasurer, VCI; and Martin J. Mullin, honorary life trustee, CCRF.

also set, Midway Drive-In, New Born, N. C., P. G. Parrott; a new drive-in is the Madison, Marshall, N. C., H. E. Edwards.

DURHAM, N. C., NEWS—Jesse Wellons, part-owner, Sky-View Drive-In, Fayetteville, N. C., John D. Garner, manager, and Raymond A. Toler, projector operator, were fined $1500 each in Cumberland County Recorder's Court after being convicted of exhibiting immoral motion pictures; a fourth defendent, Cliff Wellons, who is in the drive-in business with his brother, Jesse, was acquitted. The convicted defendants, who also were given six-month suspended terms, and placed on probation for two years, gave notice of appeal to Superior Court. The convictions were handed down after a private showing of the films seized during a recent raid by Sheriff L. L. Guy. Judge Seavey Carroll held that Lili St. Cyr's version of "Cinderella's Love Lessons," and "Striporama," starring Georgia Sothern, were "obscene and immoral." . . . E. H. De Dreylinger, general manager of three houses in the Sky-View chain, Fayetteville, testified that the films had passed the Pennsylvania Censorship Board after certain scenes had been deleted, that the deletions remained in the Fayetteville showing, and that the films were booked "in good faith."

Chicago

La Rabida Sanitarium, Variety Club's main charity, was the recipient of a $12,500 gift, proceeds of a dinner dance given by the Herman H. Gordon Memorial foundation and the Lest We Forget group. . . . Leon Jarodsky closed his Paris, Paris, Ill., for the summer, but is operating his Lincoln there full blast. He is also operating, with a partner, E. L. Staup, Ronnie's Drive-In, just north of the city. . . . Each lobby in theatres of Balaban and Katz displays the picture of the manager mounted on an artistic easel which bears the inscription, "We are pleased to serve you and to make your visit comfortable and enjoyable." . . . Edward H. Haydock, 63, veteran projectionist, Roseland, died, leaving his wife, a son, and three daughters. Interment was in Oak Woods cemetery. . . . William Kukendall relighted his Carol, Kevil, Ky. . . . The Idaho, Summer, Ill., closed for the present, will resume next fall. . . . Lyric stockholders, Greenfield, Ill., voted to dissolve the corporation and sell the theatre and furnishings. Earl Dawson is head of the organization. . . . Following extended conferences here and elsewhere by the Colosseum of Motion Picture Salesmen and major film distributors, the salesmen were granted a $5.50 a week wage increase, an additional $5 a day auto allowances, and $10.50 for country salesmen. Minimum salary for salesmen who have been on the job for a year or more was increased to $85 a week. An improvement in membership security was agreed upon. The pact is for two years. . . . Variety clubbers are looking to their weekend outing July 8 at Schwarts resort hotel, Elkhart, Wis., owned by Bill Geftman, one of the members, and to their annual golf tournament at St. Andrew's Country Club, Aug. 12. . . . The Calo reopened with a twice-weekly change of program and Wednesday family nights, when children, accompanied by adults, will be admitted free. Special kiddie shows will be offered Saturday afternoons. . . . Burrell J. Byrd, 66, manager, Ritz, Indianapolis, for the past nine years, died, leaving his wife.

Ted Parvu closed, temporarily, his Virginia, Terre Haute, Ind. . . . Stanford Kohlberg, Starlite Drive-In owner, plans a 2,500-car outdoor near Milwaukee, for opening in April of next year. . . . Herbert Frank, who started six years ago as usher at the Oriental, and advanced to assistant manager, joined the Avalon in the same capacity. . . . Montie McMurry, look-alike for Marilyn Monroe, came to boost "The Seven Year Itch" at the Oriental. . . . Mrs. M. Alschuler, Vision owner, is managing the house until she can find a competent person for the job. . . . Harry Rouda, veteran of the Stanley Warner circuit, is now assistant manager at the Rhodes. . . . Mrs. Sarah Degen, Mars owner, Marissa, Ill., installed a wide screen. . . . Mr. and Mrs. Norman Hughes, Carmi, Ill., bought the Ritz, Crossville, Ill., and have plans for buying the building from Delbert Wagner, father of Mrs. Hughes.

Cincinnati

Tri-State premiere of "Cinerama Holiday" at the Capitol probably developed more hoopla, newspaper space and radio and TV time than that given any previous film shown locally. Bill Green, Detroit, Cinerama division press chief, pulled out all the stops at a press prevue and the formal opening the following night, preceded by a dinner for 1,000 at the Cincinnati Club. Present for the dinner and filming were governors or other high state officials of Ohio, Indiana, and Kentucky, mayors of a score of neighboring cities, with Mayor Carl W. Rich of this city presiding as dinner toastmaster; Louis DeRochemont, director, and his wife; Dr. and Mrs. John Marsh, Kansas City, stars in the film; three bands with performing majorettes, College of Music a cappella choir; and several Cinerama officials. Two local TV stations aired portions of the proceedings, and local newspapers ran many columns of pics and stories. . . . A Hollywood crew was in to film activity highlights of Tent 3, Variety Clubs, for "Heart of Show Business." Scenes taken here included the annual money-raising "Old Newsboys Day," rehabilitation work of the club at Goodwill Industries, and scenes in the clubrooms in Hotel Netherland Plaza. Robert McNab, chief barker, headed the local arrangements committee. . . . Hundreds of children residing in local orphanages and corrective institutions munched popcorn, peanuts, and candy, and drank gallons of soft drinks at an annual party of the Orphans' Mothers and Dads Club at the nabe Valley, where Louis Wiethe, owner, screened appropriate films. . . . Elwood Jones, manager, Palace, reported that forgotten coonskin caps were left "all over the house" during filming of Disney's "King Of The Wild Frontier." Several hundred are still unclaimed. . . . James Christian, former head booker, U-I, now has the same job at Warners. . . . TOC is booking and buying for Walnut Hills Drive-In, Lewisburg, W. Va.

No "Blackboard" Ban, Censor Board Rules

DURHAM, N. C.—The Greensboro, N. C., Board of Amusements, after a private screening, found that MGM's controversial "Blackboard Jungle" does not violate city ordinances or state laws and that its objectionable features are not sufficient to prevent its being shown.

The City Council at Greensboro recently turned over to the board the duties of screening objectionable films after citizens urged that the Council ban the showing there of "Blackboard Jungle" and other films which might be objectionable.

The board's action on "Blackboard Jungle" was its first in the censorship field. It recognized that certain aspects of the film might be controversial and objectionable to certain people, but agreed that it does not reach the point where it becomes so objectionable that it can be made the basis of criminal prosecution or a proceeding to revoke the license of theatre owners showing it.

The protest against the scheduled showing of the movie at Greensboro was made by a member of the Greensboro unit of Knights of Columbus, who pointed out that the Catholic Legion of Decency had classified it as objectionable.

Cleveland

Vandals dynamited the new Tri-Vale Drive-In, Coshocton, O., last fortnight and seriously damaged parts of the screen tower and the projection equipment. The entire concession building was destroyed. Frank Gilfilen, owner, called the FBI to unravel the mystery. Gilfilen built the new drive-in to take the place of his Skyway Drive-In, which was torn down to make way for a new road. . . . Toll TV might hurt theatres and it might not affect them at all, but eventually we will have it, according to P. E. Essick, head, Modern Theatres, who calls it another step forward in the media of communications, although he has some serious doubts about its success, when the public is accustomed to free TV. Essick is not worried about the immediate effect of toll TV on his situations. . . . Nat Barach, National Screen branch manager, reports that he has sold to exhibitors thousands of Fess Parker fan photos with space for merchant advertising. . . . Ottmer Dangl has leased the Paramount, Akron, O., from Mrs. Frank Reinecke, and plans a July opening. The house has been closed for two years. . . . The Cleveland will make a one-day audience collection for the Will Rogers Hospital Drive. . . . Members of the Cleveland Motion Picture Exhibitors Association, all of whom own subsequent-run theatres, entered into a voluntary agreement to make their newspaper advertising uniform both as to size and type. Weekday ads will not exceed one inch, Sunday and holiday ads will not exceed 2 inches, and not more than 14 point type will be used. This applies to theatres listed under heading "Members of the Cleveland Motion Picture Exhibitors Association."

Denver

Robert W. Selig, Fox Inter-Mountain Theatres division manager, has again been named president of the board of trustees,

$500,000 Damages Sought In D-I Suit

CLEVELAND—Jack Gertz, John M. Urbansky, and J. Stuart Cangney have filed a petition in Common Pleas Court, asking $500,000 damages from former state representative James J. Barton and his associates, claiming breach of contract. The petition states that the plaintiffs entered into a contract with Barton to build a drive-in on Pearl Road property owned by him, the terms of which were that Barton would provide the property and the other three would provide a minimum of $75,000 to build the theatre.

The petition says that after a building permit was secured, Barton disregarded the contract and entered into a new one with a new group of associates to build the drive-in on the same property, which is now almost completed.

The plaintiffs seek mandatory injunction to turn the property over to them in addition to a judgment against the defendants for actual damages, punitive damage, and attorneys fees. Other defendants named with Barton in the petition are Mrs. Emma T. Barton, Herb Ochs, Ben L. Ogron, Berlo Vending Company, and the Capital Bank of Cleveland.

University of Denver. . . . Lee Theatres, which bought the Centennial Drive-In this spring, have been using one screen only, with first-run, day and date, with two other Lee owned drive-ins. Now they are putting into use the other screen; using it for subsequents. . . . Following the recent death of Leo Bertolero, president, Black Hills Amusement Company, new officers were elected, including: Charles Klein, Deadwood, S. D., president and treasurer, John Bertolero, Rapid City, S. D., vice-president, and Mrs. Marguerite Bertolero, Lead, S. D., Leo's widow, secretary and assistant treasurer. . . . Jack Felix, Allied Artists branch manager, chairmaned the meeting at the Paramount screening room to discuss the COMPO Audience Awards Poll. . . . Hugh Braly, representing Distributors Corporation of America, and B. Seigel, Selznick reissues, were in conferring with Hal Fuller, who has the franchises for the Denver and Salt Lake City areas. . . . Tom Bailey, Lippert franchise owner, flew to Los Angeles to attend a sales meeting and see the screening of "Simba." . . . Al Bondy, representing General Electric shorts, was in for talks with Robert Patrick, distributor for the Denver area. . . . Ollie Broughton, Loews' purchasing agent, was in for conferences with Henry Friedel, branch manager.

Des Moines

The Dawn, Elma, Ia., has been rebuilt and renamed the Flame. The house was one of eight business buildings to be destroyed by fire last year and is community owned. . . . Dave Gold, 20th-Fox branch manager, and his sales staff returned from a sales meeting in New York. . . . The Churdan, Ia., theatre, which has been closed for some time, has reopened with shows four nights a week. . . . The Memorial, Thompson, Ia., has been reopened by the local Legion post and will have two program changes weekly.

Two youthful admirers in coonskin caps got "Davy Crockett" autographs from Fess Parker upon his recent arrival at Willow Run Airport, Detroit. A crowd of "Davy Crockett" fans, including Hudson Motors sales officials, were on hand to greet Parker and Buddy Ebsen, stars, Walt Disney's Buena Vista "Davy Crockett, King Of The Wild Frontier." Left to right are Ed Carroll, Hudson Detroit zone manager; Walter Ernst, Central division sales manager; Parker; Barney Teal, Detroit automobile dealer; and Ebsen.

Detroit

Sam Korman, 78, owner, Korman Theatres, Inc., died recently. His two sons, Saul and Dave, now direct the neighborhood houses. A native of Russia, Mr. Korman came to Detroit 50 years ago. . . . Doctors and nurses from six Detroit hospitals were guests of United Artists at a special showing of "Not As A Stranger" in the new auditorium of the Henry Ford Hospital. Howard Pearl arranged to have 35mm. projectors sent in for the special showing, and the audience was asked to comment on the picture.

Dave Gonda, U-I booker, was married to Jaqueline Hunt, bookers' stenographer. . . . George Rossman, office manager, Albert Dezel Productions, is back from Miami. . . . The Arcade, operated by Louis Spann, Jr., has been closed. . . . Joseph Dennison is building a drive-in, Monroe, Mich. . . . Butterfield Theatres of Michigan is using an automatic telephone service which is advertised in the movie ads run by the chain.

Jacksonville

Carroll Ogburn, Warner branch manager, returned from a tour into the territory where he introduced his new salesman, I. F. Dolid, to exhibitors. . . . F. T. Summerlin is the new owner, Capitol, Homerville, Ga. He acquired it from Mrs. Lucy Shapiro. . . . La Mar Sarra, Buford Styles, and Horace Denning have been named to head the Audience Awards elections in this area. . . . Jerry Earnest has moved from the managerial staff of the Florida to manage the Rialto, Orlando, Fla. The former Rialto manager, Bill Wall, is now an assistant, local Palace. . . . The Glen Echo Amusement Park, Washington, has been sold by Continental Enterprises, Inc., of this city, to Rebak, Inc., of New Jersey. . . . The local Southeastern Film Studio has been placed on sale by Forrest Lord for $14,000. . . . E. Wulfekuhler has had a remodeling job done on the Dixie Drive-In, DeLand, Fla. . . . FST has closed the Delray, Delray Beach, Fla., for the summer. A reopening is planned at the beginning of the winter season. . . . Buford Styles, U-I branch manager, is planning the fund-raising campaign in this area for the Will Rogers Memorial Hospital the week of Aug. 15.

Los Angeles

Alladin Theatres opened the Edgewood Drive-In, West Covina, Cal. The open-air theatre has the very latest in modern snack bars and equipment. . . . Bernie Cobb, who recently resigned as salesman, RKO, joined Columbia. . . . Ida Schreiber, executive secretary, Southern California Theatre Owners Association, had a close brush with serious injury, when a high-tension wire snapped and draped itself across the roof of her car. . . . Hugh Owen, western distribution head, Paramount, concluded a three-week stay on the coast and headed for Atlanta and back to New York. . . . Louis Wolfson, Wometco Circuit, Florida, toured the 20th-Fox studios. . . . Oscar Amons has shuttered his Beaumont, Beaumont, Cal.

Memphis

When Danny Thomas was in town for the benefit of St. Jude's Hospital, he flew to New York to appear on Bert Parks program, "Break The Bank." After his appearance and plea, he returned to Memphis and 45,000 helping letters were received, with more expected as the program was seen in other cities. . . . The world premiere of MGM's "Interrupted Melody," the story of singer Marjorie Lawrence, was held at the Malco, Hot Springs, Ark. Miss Lawrence is a resident of Hot Springs. . . . A. F. Rossie, owner, Roxy, Clarksdale, Miss., is going to his native Lebanon, which he left 35 years ago while still a young man. Mrs. Rossie will operate the theatre in his absence. . . . The Liberty, North Little Rock, Ark., and the Royal, here, are among the theatres that have closed.

Milwaukee

Robert Gronert, manager, Alhambra, is the proud father of a baby boy. . . . The Jefferson, Jefferson, Wis., is installing CinemaScope. . . . The Plaza is installing a new wide-screen. . . . Some of the charitable work sponsored by the Variety Club was filmed as part of a motion picture which will describe the works and aims of the international organization. The major project of Milwaukee Variety Club is heart research by the Marquette University School of Medicine. Ben Marcus, chairman, heart committee, stated that Milwaukee film is part of the national film centered around that activity. . . . Harold J. Fitzgerald, formerly general manager, Wisconsin Fox Amusement Corporation, and now with Capitol Service, is commission president of the festival to be held during the All-Star Baseball Week, July 10 through 17. . . . Exchange managers met with the Motion Picture Commission to have a better understanding regarding display and newspaper advertising pertaining to juvenile delinquency. . . . Standford Korlberg, formerly manager, Hollywood, Milwaukee, and owner, Starlite Outdoor Theatre, Chicago, is planning a 2500-car ozoner in the Milwaukee area. . . . Jerry Kramer, salesman, U-I, is engaged to be married. . . . Gran Enterprises reopened the Highway 13 Drive-In one month earlier than usual because all

conventional theatres in Wisconsin Rapids are closed due to trouble with the local projectionists union. . . . Charles Thoma, owner, Hartford, Hartford, Wis., and Tom Burg have taken over the Slinger Drive-In, Slinger, Wis. . . . Lightning struck the top of the Wisconsin, Sheboygan, Wis., showering bricks and debris on the sidewalks below; luckily no one was injured.

Miami

More than $2,500 was contributed to the Variety Children's Hospital campaign this week by 20 greater Miami citizens and businesses, according to Committee of 1,000 head, Leo Adeeb. Mayor Abe Aronovitz headed the list of donors with a $200 contribution. . . . Sympathy was extended to Julian Peoples, Jr., Wometco bookkeeper, in the death of his father, a prominent traffic authority and statistician for the police accident prevention bureau for 23 years. . . . Elmer Hecht, Wometco district manager, was taken ill while on his vacation. . . . Vacationing managers included Harry Kronewitz, Carib; Miami Beach, Fla.; Flynn Stubblefield, Tower; Del Powell, North Andrews Drive-In, Fort Lauderdale, Fla.; and Oran Cohen, Coral Way Drive-In.

Minneapolis

A lanky stickup man held up the cashier at Radio City in the Minneapolis loop and walked off with $127. . . . Work has been started on a $10,000 remodeling program at the Lake, Wood Lake, Minn. . . . Chuck Moorman purchased the shuttered Strand, Strawberry Point, Iowa, from a syndicate of businessmen and plans to reopen it. . . . Jim Douglas is the new manager, Lake, Willow Lake, S. D. . . . Lightning struck the top of the Wisconsin, Sheboygan, Wis., showering bricks on the sidewalk below. Only other damage was to a nearby parked car. . . . Grove, Spring Grove, Minn., has installed an air conditioning system. . . . George L. Turpen has assumed the lease of the Quinn, Quinn, S. D. . . . Wally Bloom is celebrating his fifth anniversary at his Sunset Drive-In, Alexandria, Minn. . . . An application for a 25 per cent increase in film freight carrying charges within Minnesota made by the Midwest Motor Freight Association was rejected in St. Paul, Minn., by the Minnesota railroad and warehouse commission. Objection to the increase was filed by Stanley Kane, executive counsel, North Central Allied, who said that increase in rates is not justified now. Midwest Motor Freight is a trade organization representing trucking companies operating in this area.

New Haven

The Motion Picture Theatre Owners of Connecticut annual golf tournament will be held at the Racebrook Country Club on July 26. The program will include luncheon, golf, and dinner in the evening, with an abundance of prizes for golfers. George H. Wilkinson, Jr., and Harry Feinstein are co-chairmen, and checks for the reservations should be mailed to Samuel Weber, treasurer, 39 Prout Street, New Haven. Exhibitors' committee includes Wilkinson, Feinstein, James Bracken, James Darby, Ted Jacocks, Harry F. Shaw, Max Hoffman, and John Perakos.

Mississippi Exhibitor, Politician Is Mourned

BOONEVILLE, MISS.—V. E. Crawford, 60, a Mississippi theatre owner and politician, died last fortnight in Northeast Mississippi Hospital following a month's illness. In addition to his exhibition activities, Crawford was at one time a state senator, a state representative, a mayor of Ashland and of Hickory Flat, as well as manager, E. L. Bruce Company, and a colonel on the staff of former governor Fielding Wright.

He is survived by his widow, a son, a daughter, three sisters, and five brothers. Services were held in the First Baptist Church, with burial in the Ashland Cemetery.

Some others on the committee are Henry Germaine and Philip Gravitz; publicity, Lou Brown; chairman, gift committee, Albert M. Pickus, and secretary, Herman M. Levy.

The new Watertown Drive-In, Watertown, Conn., was scheduled for its formal opening with many notables and film people invited by owners Fred Quantrano and William Sirica. . . . Starlite Drive-In, Stamford, Conn., arranged a special Davy Crockett show, at which free gifts and membership in the Davy Crockett Club was publicized. . . . Jack Mullen, son of Jack Mullen, Sr., Amalgamated Theatre Buying and Booking Service, was awarded a scholarship to the Rhode Island School of Design. . . . A benefit show to assist the parents of nine-year-old Joseph H. Hassler, Jr., who drowned at Myrtle Beach, was scheduled to be held at the Colonial, Walnut Beach, Milford, Conn. . . . Phil Cahill is readying his new Clinton Drive-In for an early opening. . . . In Branford, Conn., the new Summitt Drive-In is being rushed to completion. . . . The new Hartford drive-in, the Meadows, is also progressing.

HARTFORD NEWS—George LeWitt, New Britain theatre owner, has been granted a permit by State Police Commissioner John C. Kelly for construction of a drive-in at Berlin, a New Britain suburb. Opposition continues from some residents. Howard N. Culver, a Berlin taxpayer, has filed a court action against the Commission. He asks the Court of Common Pleas to reverse the decision. . . . Fred R. Greenway, Loew's Poli Palace, supervised Loew's Poli during western vacation of manager and Mrs. Lou Cohen. . . . An air conditioning unit is being installed at the Crown. . . . Executives of Perakos Theatre Associates continue to serve prominently in various civic and private organization work in central Connecticut. Attorney Steven Perakos has been elected to the board of trustees of the New Britain Branch of the American Cancer Society, while his brother, Peter, Jr., circuit office manager, was named New Britain chairman of the Volos Earthquake Relief Appeal Drive. . . . Joe Bronstein, manager, East Hartford Family Drive-In, and Mrs. Bronstein, the former Mary Shovak of Hartford, have returned from a brief honeymoon trip. Joe is planning a series of amateur nights, to be staged in front of the concession building. . . . Ray McNamara, Allyn, has been elected to the board of directors of Cerebral Palsy Association of Greater Hartford.

New Orleans

A large gathering of the WOMPI and their guests attended the installation luncheon in the Cotillion Room of the Jung Hotel. The beautiful floral decorations were all from Jane McDonnell's garden, and she personally selected and arranged them. An hour-long cocktai party preceded the main event, opened with an invocation rendered by the Reverend Father Julien, St. Louis Cathredal, who also gave the closing benediction. Mrs. Connie Aufdemorte, outgoing president, presided at the meeting; after giving a brief resumé of the year's business she introduced the master of ceremonies, Anthony Alessandra, formerly with MPA, and now operating his own dancing studio, who in turn, introduced the installing officer, Abe Berensen, president, Allied Theatre Owners of The Gulf States, and other guests, among whom were William Murphy, manager, Southeastern; Mrs. James Berglund, MPA; John Richards, vice-president, Slidell Theatres Corporation; Milton Aufdemorte, Paramount office manager; Rene Brunet, Imperial; and Ernest A. MacKenna, manager, Joy. Entertainment was presented intermittently throughout the program. Mrs. Gene Barnett, incoming president, was escorted to the rostrum by Mary Murphy, United Artists, and Antoinette Bollhalter, Lippert, where she was presented with the gavel by Mrs. Aufdemorte. Mrs. Barnette, in her acceptance speech, thanked members for the honor bestowed on her, and asked them all to cooperate with her to make this another banner year.

The Pasqua, Gonzales, La., was slated to close on June 30, due to movie goers yen for drive-ins. . . . Russ Bovin, Loew's district manager, was here to discuss plans with manager Rodney Toups for the summer season at Loew's State. . . . Haywood Hanna acquired ownership of the Tone, Cantonement, Fla., from Fred T. McLendon's Theatres, Union Springs, La. Hanna formerly managed the circuit's Milton, Milton, Fla. . . . Rex Reason, co-starrer in "This Island Earth," was here for a couple of days on his round of visits in key cities to plug the movie.

New York

Eugene Picker, vice-president, Loew's Theatres, has announced the promotion of Mary Kirkwood, former assistant manager, Loew's, Jersey City, to acting manager, Loew's 83rd St., Manhattan, and of Leonard Edwards, assistant, Loew's State, Newark, to the managership of Loew's Rio, Manhattan. Allie Bernstein, manager, Rio, an da veteran in the Loew ranks, will retire shortly.

George Seed, city manager, Fabian Theatres, Cohoes, N. Y., has been getting satisfactory results with a film column

WANTED

OLD THEATRE ORGANS

Will Remove

GEORGE W. DECKER

R. D. 1 Newfield, New Jersey

Broadway throngs recently packed the Times Square area for the launching of UA's "Summertime" at the Astor which benefited the American National Theatre and Academy's Salute To France. Seen in the usual left to right, top to bottom order, are the exterior of the theatre at premiere time; Ilya Lopert, producer of the film, with Robert S. Benjamin, chairman of the board of UA; and UA president Arthur B. Krim escorting Miss Judith Braun; and, bottom row, left to right, Max E. Youngstein, UA vice-president; Max Fellerman, vice-president, Lopert Films; and Fellerman's daughter, Joan; Academy Award winner Grace Kelly receiving a courtly greeting from Rossano Brazzi, who co-stars in "Summertime" with Katherine Hepburn; and William J. Heineman, UA vice-president in charge of distribution, with Mrs. Heineman.

he has been writing for the past year for the Cohoes Shopper, under the heading of "Seeds of Knowledge." It's a question-and-answer feature about movies, and has been attracting considerable reader interest. . . . The Calderone Circuit announced the removal of their main offices from Mineola, L. I., to the Abil-Calderone Building, 1038 Brush Hollow Road, Westbury, L. I. . . . Berk and Krumgold, real estate brokers, announce that they have consummated a long term lease for the 1,000-car Hollowbrook Drive-In, Peekskill, N. Y. The lessor, the Hollowbrook Drive-In Corporation, constructed the theatre in 1950, and the spot is considered to be one of the finest in the east. . . . Island Theatre Circuit is doing the buying and booking for the Kent, Yonkers, N. Y. . . . The Park, Greenfield Park, N. Y., is now being operated by Bernard Friedman, with buying and booking by Island Theatre Circuit.

NEWARK NEWS—Winners in the Stanley Warner Jersey Zone Spring Movie Festival Drive are for the ninth week, George Kemp, Montauk, Passaic, for best adult activity; and Morton Bratter, Millburn, Millburn, best children's activity. For the tenth week, Milton Weil, Lincoln, Union City, best adult activity, and Diane Gordon, Oritani, Hackensack, best children's activity. For the best adult activity in the eleventh week, Jules Daniels, Stanley, Jersey City, and best children's activity, Al Barilla, Union, Union. The week of June 30, was to be the last of the drive, closing with managers submitting all their campaigns for the three-month period, in order to be eligible for the many prizes. The grand prize is a two-week, all-expense vacation for two in England; the second prize is a $1,500 bond, the third, a $1000 bond, with additional cash prizes for special categories.

Oklahoma City

A. H. Larkey sold the Follett, Follett, Tex., to E. J. Tarbox. . . . H. B. Skelton, Panhandle, Panhandle, Tex., sold his house to A. H. Larkey. . . . Dick Frans has sold the Lyn, Thomas, Okla., to Bill Wilson and Wilson Dunn. . . . Ed Crews has sold the Empress, Waurika, Okla., to his son, Ernest Crews. . . . John Sanders sold the Roxy, Barnsdall, Okla., to Colonel Gene E. Thompson. Colonel Thompson changed the name to the Thompson, and Mrs. Letha Pendarvis will be the manager. . . . Beaty Chronister sold the Washita, Hammon, Okla., to Howard Dow. . . . Grady Hightower has closed the Tower, Terral, Okla., indefinitely, but hopes to reopen in the fall.

Video Independent Theatres reported high winds blew the tower of the Broncho Drive-In, Wellington, Tex., down. They plan to reopen around the middle of July. . . . Mr. L. F. Hawes, Forgan, Forgan, Okla., has installed a wide-screen. . . . The Town Hall, Gotebo, Okla., sponsored and operated by the local merchants, reduced playing time to weekends only. . . . George Friedel, Grady James and Nelson McCarty, 20th-Fox, were in New York attending a sales meeting. . . . Wright Hale, Lyric, Spearman, Tex., had the good fortune of having a gas well come in on his farm. . . . Forest White, former owner, Alex, Alex, Okla., which he sold three months ago, has taken the theatre back and has closed it indefinitely.

Old Exchangemen Don't Even Fade Away

PHILADELPHIA—For those who wonder what exchangemen do when they "hang up their gloves" and retire, reproduced here is a letter received from the inimitable Bob Lynch, who for many years dominated the Philadelphia territory for MGM.

Enclosed with the letter were non-reproducible color photos of Bob's beautiful bride and Bob in a small, white, sweep operated boat surrounded by eight very sunburned natives. Bob was the one with the panama hat.

The letter is as follows:

"I got a problem that maybe you can help me with a bit. Since I have moved to Miami Beach I have had some time on my hands, so naturally have been looking around for some way to make a few bucks. I think I have hit on something.

"I ran into a combination Calypso and Ubangi band, and I have put them under a 10 year contract. In fact, I got a lawyer from the exhibitors and one from the distributors to draw up this contract. These boys are really quite versatile. They can dive for coins, sing, and play several kinds of music; they can wash windows, shovel snow, and could double in a picture if somebody wanted to make one in the King Solomon mine country.

"Even though I know you are very busy, if you can't do anything to help me with this, I'll appreciate it if you will pass the word around to some of the boys. In fact, if you run into Sammy Stiefel, maybe, he could work out a three day booking on this band. Naturally, you will see me in the Number One boat, on account of being their personal manager. I also appear personally with them. To start them off right I generally do a little monologue at the same price."

Philadelphia

Through the courtesy of Republic, "The Road To Denver" was shown at the Sunday night screening of Variety Club, Tent 13. . . . The Strand, Kutztown, Pa., has closed indefinitely. . . . In Scranton, Pa., the Orient closed. . . . The Lark, Larksville, Pa., is closed. . . . The SW Hiway, Jenkintown, Pa., is slated to reopen Aug. 1. . . . The Ritz, York, Pa., closed. . . . The Sky, Middlesburg, Pa., is now being serviced by Allied Motion Picture Service, Philadelphia. . . . The Newport, Newport, Pa., reopened under the management of Robert A. Moore. He also owns the Kanon, Duncannon, Pa. . . . The Sablosky family, Norristown, Pa., are reported to be purchasing over 11 acres on Route 202, King Of Prussia, Pa., at $8,000 per acre, for future use as the location of a drive-in, together with another development. . . . Tri-State Buying and Booking Service is now handling the Deer Lake Drive-In, Pottsville, Pa., which opens Aug. 1, and the Motor-Vu, Berwick, Pa.

News at Warners was that Dave Law, office manager, is on vacation; and Mrs. Paul McGowan, booker, was back after an accident in which she broke her arm. . . . Harry Waxman is coming out of retirement and opening an office at 1243 Vine Street. He is looking toward the purchase of theatres. All matters pertaining to same will be kept confidential. . . . Ellis Theatres

reopened the Ellis, formerly the Forum. . . . The West Allegheny, 25th and Allegheny Ave., was sold for $33,500. The building will be replaced with a service station.

READING, PA., NEWS—The Davy Crockett fever, spreading like a house afire, got extra fuel from the Astor's booking the Disney feature. Manager J. Lester Stallman, who had interested a number of merchants in advertising Davy Crockett wearing apparel and novelties, found that a great many other businessmen were helping too, with window displays of the merchandise. For a while it looked as if a "Davy Crockett Week" had been proclaimed. Pomeroy's, Inc., will continue advertising until mid-July, as it tied-in with the Astor on a prize contest. . . . The Warner, Ruth Bortz, manager, has begun a useful service to the public, boxing the timetable of shows in the theatre's display ad. . . . Bob Hope was scheduled to appear in person on the Astor stage to talk about his role as Eddie Foy, father of "The Seven Little Foys" of the Paramount film.

SCRANTON, PA., NEWS—Manager Neil Conway, Riviera, instituted a summer policy geared to youngsters. Termed as a "Kiddie Summer Bonus," Conway began running two serials with his double feature, his policy until October. The bonus will be in effect each Friday, Saturday, Sunday, and Monday. In addition, to further stimulate the interest of the youngsters, Conway is readying a confection promotion. . . . In Selingsgrove, Pa., the Comerford organization has opened a new drive-in on Rute 611 between Harrisburg and Scranton. Tom Walker, Comerford executive, and George Bittinger were on hand for the opening. . . . The Scavo Amusement Company, Wilkes-Barre, Pa., Oak Hill Drive-In, opened a new ozoner. . . . George Morris, manager, Granada, Olyphant, Pa., featured a teen-age "Jive Session," with short subjects by Harry James, Nat "King" Cole, the Four Acres and others.

Nobody's Talking!

PHILADELPHIA—Penn-Paramount's American, Pittston, Pa.; Capitol, Pottsville, Pa.; and Strand, Sunbury, Pa., were dark on the weekend of June 25. According to reports the picture was to have been MGM's "Love Me Or Leave Me." Neither William Madden, MGM branch manager, nor Ben Rosenberg, theatre executive, would comment on the situation. It is reported that it is new circuit policy not to pay more than 40 per cent for a picture.

Pittsburgh

The William Penn Hotel will be the place of operation for the Variety Club charities, which are offering three autos valued at $13,000 in a drawing to be held on Sept. 16. . . . Four showmen were promoted by M. A. Silver for SW. They are Henry Burger, advertising director, who became district manager for the circuit's 14 Pittsburgh theatres; Phil Kratz, Burger's assistant, who assumes the post of advertising-publicity head; the latter's assistant will be Jules Curley, Haven, Olcan, N. Y.; Bryon F. Moor, in addition to supervising 11 Mainline theatres, will take over the SW houses in Washington, Ambridge, and Donora, and will continue to oversee the SW houses in State College, Johnstown, McKeesport, and Greensburg. . . . The graduation of William Buchheit at Duke was attended by his parents, Mr. and Mrs. Bernard H. Buchheit, owners, Rustic Drive-In, near Mt. Pleasant. . . . Archie Fineman, city exhibitor, recently became a grandfather. . . .The final Variety

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Clubs family night of the season was hosted by the crew. It will resume in September at the club rooms in the William Penn Hotel. . . . Variety Clubs' Camp O'Connell was officially opened. . . . The Tri State Drive-Ins all held audience collections for the Will Rogers' Memorial Hospital, Saranac Lake, N. Y. . . . Mrs. Ralph Pielow, wife of the MGM manager, was at the St. Clair Memorial Hospital for an operation. . . . Mrs. May Burke Wolff, Columbia inspector for a quarter of a century, died. Mrs. Wolff, who was above the 65 year mark, was survived by a son, three daughters, 14 grandchildren, and four great grandchildren.

St. Louis

In Marshfield, Mo., Mr. and Mrs. Lloyd B. Schmidt, Niangua, Mo., owners, Skyline Drive-In, have announced the sale of that drive-in to Dwight Cantrell, also of Niangua, Mo. . . . In Okawville, Ill., a state charter recently was issued to Mrs. Margie Cohn, great-great-granddaughter of Davy Crockett, for an organization to uphold the name of Crockett from abuse, misuse, and defamation. The legal name of the outfit is Crockett Kids, Inc. . . . William Zavadil, Kirkwood, Mo., father of Rose Hearle, office manager, Columbia, died. . . . Jimmy Frisina, Taylorville, Ill., buyer for the Frisinia Amusement Company, Springfield, Ill., failed in his attempt to win a record fourth Illinois amateur golf championship. . . . Virginia Mayo and her husband, Mike O'Shea, in for the world premiere of her latest picture, "Pearl Of The South Pacific," at the Fox, broke in the broadcast of the St. Louis Cardinals-New York Giants game at Sportsmen's Park. They also made a lot of the local TV and radio programs prior to the world premiere as part of the exploitation campaign arranged by the RKO exploiteers in cooperation with Virginia's cousin, Beulah Schacht, St. Louis Globe-Democrat columnist.

San Antonio

Eph Charninsky, head, Southern Theatres Company, has been elected president, Congregation Agudas Achim Synagogue here for the ensuing year. . . . Three airmen stationed here at Lackland Air Base were being held in Corsicana, Tex., for robbery of the Hillside Drive-In there.

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Ezell Hints Sale Near On His Drive-In Circuit

SAN ANTONIO — Claude Ezell, Texas operator of the large Ezell Drive-In Circuit, has announced that negotiations are underway for the sale of the circuit to Texas drive-in operator E. L. Pack, El Paso, Tex. Ezell also stated that no deal has been consumated. It was reported that Clint Murchison, well known Texas oil man, would have a financial interest in the deal.

They are accused of taking $400 at pistol point from Joe Pearson, an employe of the drive-in. . . . The Ritz has been reopened here by T. G. Jordan who will feature a policy of mixed English and Spanish language films. . . . Columbia is conducting a contest here and in Houston, Dallas, and Fort Worth to select the "Outdoor Girl." Winners will be selected on the basis of originality of costume worn to represent some outdoor activity. Winners will join Jimmy Stewart and the Hollywood troupe for the premiere of "The Man From Laramie" on July 12. The grand prize winner will receive a two-week trip to New York.

A new 750-car drive-in is being built at Corpus Christi, Tex., by Charlie Wolfe, former vice-president and general manager, all State Theatres, and vice-president and building superintendent, Tom Griffing Construction Company, Abilene, Tex. A concrete block and brick building will be built to house the concession stand. The drive-in is expected to be completed in 60 days. It will be known as the Flamingo. . . . Lowell Bullpit has been named new president, Houston Theatre Owners Association, Houston, Tex., succeeding Richard Wygant, the Heights, Bullpit is manager, Boulevard Drive-In. Jimmy Harris, Hempstead Drive-In, has been named secretary-treasurer and succeeds Jack Groves, Post Oak Drive-In. The group recently was successful in obtaining a five per cent reduction in ad rates in the three Houston daily newspapers. . . . New Owner and operator, Roxy, San Angelo, Tex., is Don Fuller. . . . A new wide-screen and CinemaScope has been installed at the Deport, Deport, Tex., operated by Edward Helleny. . . . The Garza Brothers, Gilbert and Ray, Corpus Christi, Tex., have started construction of a drive-in at Robstown, Tex.

Seattle

The first 50 patrons at all Evergreen, Hamrick, and Sterling theatres were admitted for five cents on June 19, in commemoration of the 50th anniversary of the Nickelodeon. All fathers over 60 were admitted free as guests of the management at all Evergreen and Hamrick theatres the same day in honor of Father's Day. . . . All Seattle school children were invited by the J. C. Penny Company to a special "School's Out" Disneyrama show, at the Evergreen Coliseum, and the Fifth Avenue.

E. A. Lamb, RKO Seattle Branch Manager Mourned

SEATTLE—Edward A. Lamb, branch manager, RKO, died at the age of 65. Lamb became a booker and salesman with Pathe in Seattle in 1924, and joined RKO when the two organizations merged. In 1929 he became manager, RKO's Portland exchange, and a year later was assigned to manage the Seattle exchange. He is survived by his wife and a brother.

Washington

Tyree Dillard, Jr., formerly of Loew's, Inc., New York legal department and a member of Robert Rubin's staff, who with his family is now a resident of nearby Millwood, Va., was unanimously elected president, Berryville-Clarke County (Va.) Chamber of Commerce.

Irv Blumberg, studio representative, Warners, reports that studio cameramen and crews, with Otto Preminger, director, Milton Sperling, producer, Russ Saunders, assistant director, and Harry Friedman, unit publicity studio representative, converged on Washington to shoot scenes for "The Court Martial of Billy Mitchell." Local actors and actresses were hired to make some of the scenes. Gary Cooper, Ralph Belamy, and Charles Bickford, stars of the film, were on hand. . . . The 235 Drive-In, California, Md., was entered and robbed of approximately $400. . . . Ike Erlichman, U-I sales manager, and his wife are the proud parents of a baby boy, the second for the Erlichmans. . . . John Horton, U-I studio representative, leaves July 25 for Hollywood, where he will make his new headquarters. . . . Joe Gins, U-I division manager, and Harold Saltz, branch manager, attended the VTO convention at Old Point Comfort, Va.

BALTIMORE NEWS—Milton Schwaber, head, Schwaber Theatres, has just returned with Mrs. Schwaber from Las Vegas. Next month they both sail for Europe where Schwaber will buy foreign films for his art houses. . . . Roland Bruscup, Times, and Mrs. Bruscup are receiving congratulations upon the birth of a son, John Randy. This makes Mrs. Leila Bruscup, cashier at the Playhouse, a grandmother. . . . William Downey resigned as assistant manager, Town. . . . Herman Perkins is the new assistant manager at the Silver, Silver Springs, Md. . . . Mrs. Helen Leonard, secretary, Rappaport Theatres, is mourning the death of her mother. . . . Jack Sidney, manager, Century, is one of the judges in the "Miss Baltimore" contest. . . . Gilbert Kanour, film critic, The Evening Sun, is a patient at Mercy Hospital for an undiagnosed ailment. . . . Borden Mace, president, de Rochemont Associates, was in town in connection with "The Great Adventure," opening at the Film Centre. . . . Tentative plans have been approved to use the site of Keiths here at the location for a proposed 13-story elevator parking garage. The owner will be Charles R. Scrivener, a Baltimore builder. Keiths, a local downtown landmark, was built in 1915 as the Garden, above which was a roof garden known as Jardin de Dance. In 1927 it was purchased by the Keith-Albee vaudeville organization and for awhile presented Keith vaudeville. In recent years, it has been a first-run motion picture theatre operated by J. Lawrence Schanberger and in recent months by the Jack Fruchtman interests.

MOTION PICTURE
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The Check-Up of all features and shorts for a ten-month period

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SECTION 2
Vol. 54, No. 10

JULY 6, 1955

Allied Artists

(1953-54 releases from 5401; 1954-55 releases from 5501)

ANNAPOLIS STORY, AN—D—John Derek, Diana Lynn, Kevin McCarthy—Colorful service film has the angles—81m.—see April 6 issue—(Technicolor) (5513)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue —Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactary sports yarn far the duallers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CASE OF THE RED MONKEY — MYMD — Richard Conte, Rona Anderson, Russell Napier—Satisfactory programmer—73½m.—see June 15 issue—(English-made). (5521)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5504)

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lower half entry—62m.—see March 23 issue. (5509)

HIGH SOCIETY—C—Leo Gorcey, Huntz Hall, Amanda Blake—Average Bowery Boys entry—61m.—see April 6 issue. (5514)

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Laurette Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

LAS VEGAS SHAKEDOWN—MD—Dennis O'Keefe, Coleen Gray, Charles Winninger—Satisfactory pragrammer—79m.—see June 15 issue—Leg.: B. (5516)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: B. (5510)

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh pragrammer for the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry far the lawer half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

SHOTGUN—OD—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—Satisfactory programmer for the action spots—81m.—see April 6 issue—(Technicolor)—Leg.: B. (5515)

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish comedy for the class and art spats—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lawer half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diana Dors, John Gregson—Impart lends itself ta sensational selling—71½m.—see July 28 issue—(Enalish-made). (5432)

TO BE REVIEWED OR IN PRODUCTION

BETRAYED WOMEN—Beverly Michaels, Tom Drake, Carole Matthews. (5524)

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)

BOBBY WARE IS MISSING—Neville Brand, Arthur Franz, Walter Reed.

BODY SNATCHERS, THE—Kevin McCarthy, Dana Wynter, Carolyn Jones.

FINGER MAN—Frank Lovejoy, Forrest Tucker, Peggie Castle—Leg.: B. (5519)

GUN POINT—Fred MacMurray, Dorothy Malone, Walter Brennan, Skippy Homeier — (Technicolor) — (CinemaScope).

JAIL BUSTERS—Leo Gorcey, Huntz Hall.

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale. (5518)

NIGHT FREIGHT—Forrest Tucker, Kieth Larsen, Barbara Britton.

PHENIX CITY STORY—Richard Kiley, Kathryn Grant, John McIntire.

SKABENGA—Jungle documentory—61m.—(Eastman-Color). (5517)

SON OF SLADE—John Ericson, Mari Blanchard, Neville Brand.

SPY CHASERS—Bowery Boys, Lisa Davis. (5522)

THUNDERSTORM—Linda Christian, Carlos Thompson—(Made in Spain).

WARRIORS, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England). (5523)

WICHITA—Joel McCrea, Vera Miles, Lloyd Bridges—81m.—(Print by Technicolor)—(CinemaScope). (5520)

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Buena Vista

(Walt Disney)

DAVY CROCKETT, KING OF THE WILD FRONTIER—OD—Fess Parker, Buddy Ebsen—Headed far higher returns—95m.—see June 1 issue—(Technicolor).

LADY AND THE TRAMP—CAR—Highly entertaining Disney cartoon feature—75m.—see May 4 issue—(Technicolor)—(CinemaScope).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lawer half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BRING YOUR SMILE ALONG—MU—Frankie Laine, Keefe Brasselle, Constance Towers—Entertaining programmer—83m.—see June 29 issue—(Technicolor).

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—Far the lower half—69m.—see Nov. 17 issue. (718)

CELL 2455, DEATH ROW—MD—William Campbell, Kathryn Grant, Marian Carr—Prison meller for lower half—77m.—see April 6 issue. (739)

CHICAGO SYNDICATE—MD—Dennis O'Keefe, Abbe Lane, Xavier Cugat—Satisfactory program entry—83m.—see June 29 issue—Leg.: B. (747)

CREATURE WITH THE ATOM BRAIN—MD—Richard Denning, Angela Stevens, S. John Launer—Okeh programmer—70m.—see June 29 issue. (746)

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name ta help—91m.—see Oct. 20 issue—(English-made). (734)

END OF THE AFFAIR, THE—D—Deborah Kerr, Van Johnson, John Mills—Fair romantic drama—106m.—see April 20 issue—(Made in England). (724)

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Maderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tanaler)—(1.85-1). (716)

5 AGAINST THE HOUSE—MD—Guy Madison, Kim Novak, Brian Keith—Interesting meller—84m.—see May 18 issue—Leg.: B. (742)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty af action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gino Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue). (703)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama
ACD—Action drama
BID—Biographical drama
BIDMU—Biographical drama with music
BUR—Burlesque
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DMU—Dramatic musical
DOC—Documentary
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
HISD—Historical drama
MD—Melodrama
MUC—Musical comedy
MU—Musical
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYD—Mystery drama
MYMD—Mystery melodramo
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
SAT—Satire
SFD—Science fiction drama
TRAV—Travelogue
W—Western

changes are being made!

Continuing through the months between now and next September—a gradual revision, modernization and extension of the normal service of this Yellow CHECK-UP will take place.

Watch the changes develop . . . issue by issue!

IT CAME FROM BENEATH THE SEA—MD—Kenneth Tobey, Faith Domergue, Donald Curtis—Explaitatian entry hos angles—80m.—see June 29 issue. (732)
JUNGLE MOON MEN—MD—Johnny Weissmuller, Jean Byron, Bill Henry—For the lawer half—70m.—see April 6 issue. (744)
LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)
LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)
MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor). (729)
MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)
NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh programmer—76m.—see Feb. 23 issue. (730)
PETTY GIRL, THE—CMU—Robert Cummings, Joan Caulfield, Elso Lanchester—Reissue should do okeh—87m.—see June 15 issue. (745)
PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B. (715)
PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Poul Newland—Far the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)
PRIZE OF GOLD, A—MD—Richard Widmark, Mal Zetterling, Nigel Potrick—Interesting meller—98m.—see May 18 issue—Leg: B—(Color by Technicolor)—(Made in England and Germony). (738)
PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Corey—Interesting meller—88m.—see Sept. 8 Issue. (704)
RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame May Whitty—Names may help reissue—89m.—see April 6 issue. (733)
SEMINOLE UPRISING—MD—Georae Montaobery. Korin Booth, William Fowcett—Averaae lower half entry 74m.—see Moy 4 Issue—(Technicolor). (743)
TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western bas actian and anales—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)
THEY ALL KISSED THE BRIDE—C—Joon Crawford, Melvyn Douglas, Roland Young—Reissue has names to sell—86m.—see June 15 issue. (741)
THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 Issue—(Technicolor). (717)
THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Morge and Gower Champion—Entry has some angles—91m.—see Morch 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)
THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dionne Foster—Okeh for the duallers—77m.—see Sept. 22 Issue—(Technicolor). (720)
TIGHT SPOT—MD—Ginger Rogers, Edward G. Robinson, Brian Keith—Interesting meller with names to help—97m.—see April 6 issue. (728)
VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made actian yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)
WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 issue—Leg.: B. (726)
WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martho Hyer—Averaae western for the duallers—73m.—see Morch 9 issue—(Technicolor). (727)

TO BE REVIEWED OR IN PRODUCTION

APACHE AMBUSH—Bill Williams, Adelle August, Tex Ritter.
THE BIG SHOCK—Frank Loveloy, Marl Blanchard, Richard Denning.
COUNT THREE AND PRAY—Von Heflin. Phil Carey, Joan Woodword—(Technicolor)—(CinemaScope).
DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.
DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).
FOOTSTEPS IN THE FOG—Stewart Gronger, Jeon Simmons—(Technicolor)—(Made in England).
GENTLE SERGEANT, THE—Aldo Roy, Mitsuko Kimura, Phil Carey—(Made in Japon).
GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond. Richord Dennina—(Technicolor).
INSIDE DETROIT—Pat O'Brien, Dennis O'Keefe, Morgaret Field.
JOE MACBETH—Paul Douglas, Ruth Roman.
LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Madison—(CinemaScope)—(Technicolor).
MAN FROM LARAMIE, THE—James Stewart, Cathy O'Donnell, Donald Crisp — (Technicolor) — (CinemaScope).
MARSHAL OF MEDICINE BEND—Randolph Scott, Angela Lansbury, Jean Parker.
MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).
NIGHT HOLDS NO TERROR, THE—Jack Kelly, Hildy Parks.
1984—Edmond O'Brien, Jan Sterling, Michoel Redgrave—(English-made).
PICNIC—William Holden, Rosalind Russell, Kim Novak—(Technicolor)—(CinemaScope).
PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Mode in England).
QUEEN BEE—Joan Crawford, Barry Sullivan, John Ireland.
SPECIAL DELIVERY—Joseph Cotton, Eva Bartok—(Made in Germany).
SURVIVORS TWO—Jose Ferrer, Trevor Howard, Victor Madden — (Technicolor) — (CinemaScope) — (Made in Portugol).
TEEN AGE CRIME WAVE—Tommy Cook, Frank Griffin, Molly McCart—Leg.: B.

DCA

(Distributors Corporation Of America)

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartaan feature excellent far art spots—73m.—(Technicolor)—(English-made)—(De Rochemont).
HUNTERS OF THE DEEP—DOC—Produced by Tom Grles; narroted by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color).
LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-made and has angles for selling—109m.—see Feb. 9 Issue—(Deluxe color)—(CinemaScope)—(Made in Australia).
STRANGER'S HAND, THE—MD—Richard Bosehart, Trevor Howard, Alida Valli—interesting suspense meller—86m.—see Feb. 23 Issue—(Filmed In Italy).

Filmakers

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-break meller sustains interest—90m.—see Maroh 23 Issue
MAD AT THE WORLD—MD—Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell—Okeh exploitatian entry—71m.—see June 15 issue.
PRIVATE HELL 36—MD—Ido Lupino, Steve Cochran, Howard Duff—Satisfactary meller—81m.—see Sept. 8 issue

TO BE REVIEWED

BATTLE HELL—Wendell Corey, Mickey Rooney—(SuperScope).

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry far opera lovers and the art and specialty spats—95m.—see Oct. 20 Issue—(Ferraniacolar)—(English narration).
APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Bosic—Average Impart far the Italian and art spats—90m.—see Mar. 24 issue—(English titles).
BREAD, LOVE, AND DREAMS—C—Vittorla DeSica, Gina Lollabrigida, Marisa Merlini—One af the better itailan films—90m.—see Oct. 20 Issue—(English titles).
GREEN MAGIC—DOC—Gaad documentary—Produced by Leonardo Bonzi on his South American expeditlon—85m.—see May 4 issue—(Ferraniacolor)—(Filmed in South America)—(English narration).
LOVE IN THE CITY—COMP—Produced by Cesare Zavattini, Ricardo Ghione and Marco Ferreri—Highly explaitable and novel entry for art spots—90m.—see April 20 Issue—(Italian-made)—(English titles and narration)—Leg.: "B."
MADEMOISELLE GOBETTE—F—Silvana Pampanini, Araldo Tierl, Luiga Pavese—Okeh import far art and specialty spats—78m.—see Feb. 23 Issue—(English titles)—Leg.ı C.
THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 Issue—Leg.ı B—(Italian-made)—(English dialogue)—(PatheColor).
TOO YOUNG FOR LOVE—D—Marina Vlady, Michel Beck, Fernand Gravet—Goad import for the art spats—88m.—see April 6 issue—Leg.: B—(Italian-French made)—(Dubbed in English).
WAYWARD WIFE, THE—D—Gina Lollobrigida, Gabriele Ferzetti, Alda Mangini—Interesting drama with Lallobrigida name to help—91m.—see April 20 Issue—Italian-made)—(Dubbed in English)—Leg.: "B."

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangana, Amedeo Nazzarl—(Dubbed in Englisn).
CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzarl, Eduarda Cianelli—(Dubbed In English)—Leg.: B.
NEAPOLITAN CAROUSEL—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzarl—(Dubbed In English)—(105m.).
OUTLAW GIRL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English)—Leg.: B.
VOICE OF SILENCE—Rossana Podesta, Cosetta Greco, Alda Fabrizi—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)
(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept 8 issue. (5327)
BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—Far the lower half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador). (5407)
DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 Issue (Made In Spain and England). (5402)
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m—see May 19 issue—(English-made). (5310)
PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lawer half—75m.—see Aug. 11 issue—(English-made). (5326)
RACE FOR LIFE, A—MD—Richard Conte, Marl Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made). (5403)
RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh pragrammer far the lower half—70m.—see Aug. 25 issue—(English-made). (5329)
SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—Far the lower half—63m.—see Dec. 15 issue (Spanish-made)—(Dubbed in English). (5323)
SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made). (5404)
SILVER STAR, THE—W—Edgar Buchanan, Marie Windsor, Lon Chaney, Earl Lyon—Fair western—75m.—see April 6 issue. (5411)
TERROR SHIP—MYMD—William Lundigan, Naomi Chonce, Vincent Ball—Okeh for the lawer half—72m.—see Sept. 22 issue—(English-made). (5330)
THEY WERE SO YOUNG—MD—Scott Brody, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m.—see Feb. 9 issue—(Filmed in Germany)—Leg.: C. (5406)
THUNDER PASS—OMD—Falr programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue. (5404)
UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Rautine pragrammer far the lawer half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)
GLASS TOMB—John Ireland—(English-made). (5409)
KING DINOSAUR—Bill Bryant, Wanda Curtis (5418)
LONESOME TRAIL, THE—Wayne Morris, Margia Deon, John Agar. (5416)
PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)
THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401; 1954-55 releases from 501)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—139m.—see Feb. 9 issue—(Technicolor). (520)
ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and anales—112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)
ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 Issue—(Eastman Color)—(Print by Technicolor)—(1.75-1). (507)
BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 Issue—(Eastman color)—(CinemaScope).. (515)
BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—Warld War II relssue has names ta help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)
BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor Peter Ustinov—Names shauld help interesting period entry—111m.—see Oct. 20 issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (504)
BEDEVILLED—D—Anne Baxter, Steve Forrest, Robert Christopher—Slaw moving drama will need plenty of help—85m.—see April 20 issue—(Made in France)—(Eastman color)—(CinemaScope). (523)
BETRAYED—MD—Clark Gable, Lona Turner, Victor Mature—Names will have ta make the difference—108m.—see Sept. 8 Issue—(Eastman Color)—(Made in Holland and Englond)—(1.75-1)—(SS). (501)
BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry an juvenile delinquency—101m.—see March 9 issue. Leg.: B. (521)
BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope) (502)
CAMILLE—D—Greta Garbo, Robert Taylor, Lionel Barrymore—Goad reissue for art houses or regulation spots—110m.—see May 4 issue. (524)
COBWEB, THE—D—Richard Widmark, Laureen Bacall, Charles Boyer, Lillian Gish—Highly interesting entry about a mental sanitarium, its patients and its personnel — 124m. — see June 15 issue — (Eastman Color)—(CinemaScope). (531)
CREST OF THE WAVE—D—Gene Kelly. Jeff Richards, John Justin—Moderate programmer—90m.—see Nov. 17 issue—(Made in England)—(1.75-1). (511)
DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High ratlng—132m.—see Dec. 1 Issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(1.75-1). (512)
DR. JEKYLL AND MR. HYDE—MD—Spencer Trocy, Ingrid Bergman, Lana Turner—Names should help reissue af familiar story—127m.—see Oct. 6 Issue. (506)
GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wildina, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color). (522)
GREEN FIRE—MD—Stewart Granger, Groce Kelly, Paul Douolas—Interesting meller has the angles—100m.—see Dec. 29 Issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)
HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry — 112m. — see March 9 issue—Leg.: B—(Eastman Color)—(CinemaScope). (519)
INTERRUPTED MELODY—BIDMU—Glenn Ford, Eleanor Parker, Roger Moore—Well made entry has angles—106m.—see April 6 issue—(Eastman Color)—(CinemaScope). ( )
JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High ratina meritarious offering—121m.—see June 17 issue—(SS). (422)
JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champlon — Entertainlng entry has the angles—96m.—see Jan. 26 Issue—(Eastman color)—(CinemaScope). (518)
LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has names ta make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)
LOVE ME OR LEAVE ME—BIDMU—Doris Day, James Cagney, Cameron Mitchell—High rating musical should hit the better maney—122m.—see June 1 issue—Leg: B—(Eastman Color)—(CinemaScope). (527)
MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdaor show has names and amusing angles—92m.—see Feb. 9 Issue—Leg.: B—(Eastman Color)—(Cinemascope). (517)

MARAUDERS, THE—OMD—Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis—Good programmer—81m.—see April 20 issue—Leg.: B—(Eastman color)—(Print by Technicolor). (526)

MOONFLEET—MD—Stewart Granger, Viveca Lindfors, George Sanders, Joan Greenwood—Interesting meller with angles ta help—89m.—see May 18 issue—Leg.: B—(Eastman Color)—(CinemaScope). (528)

PRODIGAL, THE—MD—Lana Turner, Edmund Purdom, Louis Calhern—Highly interesting and entertaining entry—114m.—see April 16 issue—Leg.: B—(Eastman color)—(CinemaScope). (525)

ROGUE COP—MD—Names will help satisfactory thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(1.75-1). (503)

SCARLET COAT, THE—HISD—Cornel Wilde, Michael Wilding, George Sonders, Anne Froncis—Interesting meller on American Revolution—101m.—see June 29 issue—(Eastman Color)—(CinemaScope).

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action hauses—89m.—see Nov. 3 issue. (509)

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend an name draw—102m.—see Nov. 3 issue—Leg.: B. (508)

WIZARD OF OZ, THE—FANMU—Judy Garlond, Frank Morgan, Ray Bolger, Bert Lohr—Should click as reissue—101m.—see June 29 issue—(Technicolor). (530)

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—Leg.: B (505)

TO BE REVIEWED OR IN PRODUCTION

BAR SINISTER—Jeff Richards, Jarma Lewis, Edmund Gwenn—(Color)—(CinemaScope).

BHOWANI JUNCTION—Ava Gardner, Stewart Granger, William Travers—(Color)—(CinemaScope)—(Made in Pakistan and England).

DIANE—Lana Turner, Pedro Armendariz—(Eastman Color)—(CinemaScope).

FORBIDDEN PLANET—Walter Pidgeon, Anne Francis, Leslie Nielson—(Color)—(CinemaScope).

FOREVER, DARLING—Lucille Ball, Desi Arnaz, James Moson, Louis Calhern—(Eastman Color)—(CinemaScope).

GUYS AND DOLLS—Marlon Brando, Jean Simmons, Frank Sinatra—(Technicolor)—(CinemaScope)—(Goldwyn).

I'LL CRY TOMORROW—Susan Hayward, Richord Conte, Eddie Albert.

INVITATION TO THE DANCE—Gene Kelly, Igor Youseke-vitch, Claire Sombert, Tamara Toumanova—94m.—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KING'S THIEF, THE—Ann Blyth, Edmund Purdom, David Niven, George Sanders—78m.—(Eastman Color)—(CinemaScope).

KISMET—Howard Keel, Ann Blyth, Vic Damone—(Eastman Color)—(CinemaScope).

QUENTIN DURWARD—Robert Taylor, Kay Kendall, Robert Morley—(Color)—(CinemaScope)—(Made in England).

SVENGALI—Hildegarde Neff, Donald Wolfit, Terence Morgan—(Eastman Color)—(English-made).

TENDER TRAP, THE—Frank Sinatra, Debbie Reynolds, Dovid Wayne, Celeste Holm—(Eastman Color)—(CinemaScope).

TRIAL—Glenn Ford, Dorothy McGuire, Arthur Kennedy—(CinemaScope).

TRIBUTE TO A BAD MAN—Spencer Tracy, Irene Pappas, Robert Francis—(Eastman Color)—(CinemaScope).

Paramount

(1953-54 releases from 5300;
1954-55 releases from 5400)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)

CONQUEST OF SPACE—SFD—Walter Brooke, Eric Fleming, Joan Shawlee—Space thriller will please science-fiction fans and the younger set—80m.—see April 20 issue—(Technicolor)—Leg.: "B." (5407)

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue. (5409)

FAR HORIZONS, THE—MD—Fred MacMurray, Charlton Heston, Donna Reed—Interesting programmer—108m.—see June 1 issue—(Technicolor)—(VistaVision). (5412)

HELL'S ISLAND—MD—John Payne, Mary Murphy, Francis L. Sullivan—Fair programmer—84m.—see May 18 issue—Leg.: B—(Technicolor)—(VistaVision). (411)

MAMBO—MD—Silvana Mangano, Vittorio Gassman, Shelley Winters—Meller has angles to sell—94m.—see April 6 issue—(Made in Italy)—Leg.: B. (5406)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

RUN FOR COVER—OD—James Cagney, Viveca Lindfors, John Derek—Interesting outdoor drama has names to sell—93m.—see April 6 issue—(Technicolor)—(VistaVision). (5410)

SABRINA—CD—Humphrey Bagart, Audrey Hepburn, William Halden—High rating—113m.—see Sept. 8 issue—Leg.: B. (5402)

SEVEN LITTLE FOYS, THE—CMU—Bob Hope, Milly Vitale, George Tobias—Top Hope entry headed for higher grasses—95m.—see June 15 issue—(Technicolor)—(VistoVision). (5413)

STRATEGIC AIR COMMAND—MD—James Stewart, June Allyson, Frank Lovejoy—Well made yarn of present-day air force—114m.—see April 6 issue—(Technicolor)—(VistaVision). (5425)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)

ULYSSES—MD—Kirk Douglas, Slyvana Mongano, Anthony Quinn—Filmization of epic work has angles for regulation as well as art and specialty spots—104m.—see June 29 issue—(Print by Technicolor)—(Made in Italy)—(English-dubbed). (5503)

WE'RE NO ANGELS—C—Humphrey Bogart, Aldo Ray, Joan Bennett, Basil Rathbone—Highly amusing comedy—105m.—see June 29 issue—(Technicolor)—(VistaVison). (5414)

WHITE CHRISTMAS—CMU—Names and VistaVision about should account for high grasses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

YOU'RE NEVER TOO YOUNG—C—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—Better Martin and Lewis comedy—102m.—see June 29 issue—(Color by Technicolor)—(VistaVision). (5515)

TO BE REVIEWED OR IN PRODUCTION

ANYTHING GOES—Bing Crosby, Jeanmarie, Donald O'Connor—(Technicolor)—(VistaVision).

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Frearic March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS). (5501)

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

MAN WHO KNEW TOO MUCH, THE—James Stewart, Doris Day, Chris Olson—(Technicolor)—(VistaVision)—(Made in Morocco).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams—(Technicolor)—(VistaVision)—(Made in France)—(PS). (5502)

TOO LATE, MY LOVE—Carol Ohmart, Tom Tryon, Jody Lawrence—(VistaVision).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS).

VAGABOND KING, THE—Kathryn Grayson, William Prince, Rita Moreno—(Technicolor)—(VistoVision).

WAR AND PEACE—Audrey Hepburn, Henry Fonda, Mel Ferrer—(Technicolor)—(VistaVision)—(Made in Itoly and Yugoslavia).

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names should help reissue—86m.—see April 20 issue. (574)

BIG STREET, THE—CD—Henry Fonda, Lucille Ball, Agnes Moorehead—Names should help reissue—88m.—see June 15 issue. (577)

BRINGING UP BABY—C—Katharine Hepburn, Cary Grant, Charlie Ruggles—Reissue has names to help—102m.—see May 18 issue. (575)

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue. (570)

ESCAPE TO BURMA—MD—Barbara Stanwyck, Robert Ryan, David Farrar—Average programmer has names to help—87m.—see April 20 issue—(Technicolor)—(SuperScope). (512)

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogier—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor). (508)

I REMEMBER MAMA—CD—Irene Dunne, Barbara Bel Geddes, Phillip Dorn—Reissue should click—119m.—see May 18 issue. (576)

INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Reissue of film classic should do okeh—92m.—see April 20 issue. (573)

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymond Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 ssue—(Color)—(Made in Guatemala). (510)

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m.—see Sept. 8 issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m.—see March 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m.—see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

BENGAZI—Richard Conte, Victor McLaglen, Mala Powers—(Technicolor)—(SuperScope). (516)

BOY AND THE BULL, THE—Michel Ray, Fermin Rivera, Rodolpho Hoyos—(Technicolor)—(CinemaScope).

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(SuperScope).

PEARL OF THE SOUTH PACIFIC—Dennis Morgan, Virginia Mayo—86m.—(Technicolor)—(SuperScope). (515)

PORTRAIT OF ALISON—Terry Moore, Robert Beatty, William Sylvester—(English-made).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—88m.—(Technicolor)—(Superscope)—(1.75-1)—Leg.: C. (513)

TENNESSEE'S PARTNER—Rhonda Fleming, John Payne, Ronald Redgan—(Technicolor)—(SuperScope).

TEXAS LADY—Claudette Colbert, Barry Sullivan, Gregory Walcott—(Technicolor)—(SuperScope).

TREASURE OF PANCHO VILLA, THE—Rory Calhoun, Shelley Winters, Gilbert Roland—(Technicolor)—(SuperScope)—(Mexican made).

WAKAMBA—Edgar M. Queeny African Documentary—65m—(Technicolor). (514)

WAY OUT, THE—Gene Nelson, Mona Freeman—(Made in England).

Republic

(1952-53 releases from 5201; 1953-54 releases fram 5301)

AFRICAN MANHUNT—MD—Myron Healey, Koren Booth, John Kellogg—For the lower half—65m.—see April 20 issue. (5430)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 issue. (5326)

CITY OF SHADOWS—MD—Victor McLoglen, Kathleen Crowley, Anthony Caruse—For the lower half—69m.—see June 29 issue. (5436)

DAY TO REMEMBER, A—C—Joan Rice, Donald Sindon, Odile Versois, Stanley Holloway—Interesting art house offering—72m.—see May 18 issue—(English-made)—(Rank). (5433)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor). (5401)

DON JUAN'S NIGHT OF LOVE—MD—Raf Vallone, Silvana Pampanini, Michele Philippe—Uneven impart with some selling angles—71m.—see June 29 issue—(Italian-mode)—(Dubbed in English). (5435)

ETERNAL SEA, THE—BIOD—Sterling Hayden, Alexis Smith, Dean Jagger—Good service film—103m—see April 20 issue. ( )

I COVER THE UNDERWORLD—MD—Sean McClory, Joanne Jordan, Ray Middleton—For the lower holf—70m.—see May 4 issue. (5434)

ROAD TO DENVER, THE—W—John Poyne, Mono Freeman, Lee J. Cobb—Okey western—90m.—see June 29 issue—(Truecolor). (5406)

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney, William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue. (5310)

SANTA FE PASSAGE—OD—John Payne, Faith Domergue, Read Cameron—Okey frontiersmen vs. Indians entry—90m.—see May 18 issue—(Trucolor). (5404)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good import for the art, specialty, and explaitatian spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-(made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK—OMD—Sterling Hayden, Vera Ralstan, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor). (5402)

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Booth, Billy Chapin—77m.—see Sept. 8 issue. (5309)

TROUBLE IN STORE—F—Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny impart—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor). (5313)

YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh for the lower half—83m.—see March 23 issue—(Trucolor). (5433)

TO BE REVIEWED OR IN PRODUCTION

COME NEXT SPRING—Steve Cochran, Ann Sheridan, Sonny Tufts—(Trucolor).

CROSS CHANNEL—Wayne Morris, Yvonne Furneaux.

DIVIDED HEART, THE—Cornell Borchers, Yvonne Mitchell, Armin Dahlen.

DOUBLE JEOPARDY—Rod Cameron, Gale Robbins, Allson Hayes.

FLAME OF THE ISLAND—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).

GREEN BUDDHA, THE—Wayne Morris, Mary Germaine.

HEADLINE HUNTERS—Rod Cameron, Julie Bishop, Ben Cooper.

JAGUAR—Sabu, Chiquita, Barton MacLane.

LAST COMMAND, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).

LAY THAT RIFLE DOWN—Judy Canova, Robert Lowery.

MAGIC FIRE—Yvonne De Carlo, Carlos Thampson, Rita Gam—(Trucolor)—(Made In Germany).

MAN ALONE, A—Ray Milland, Mary Murphy—(Trucolor).
MAN TO MAN—Rod Cameron, Julie London, Ben Cooper.
MYSTERY OF THE BLACK JUNGLE—Lex Barker, Jane Maxwell.
SECRET VENTURE—Kent Taylor, Jane Hylton.
TANGABUKU—Documentary—(Made in Africa)—(Cotlow).
TRACK THE MAN DOWN—Kent Taylor, Petula Clark.
TWINKLE IN GOD'S EYE—Mickey Rooney, Coleen Grey Hugh O'Brian.
VANISHING AMERICAN, THE—Scott Brady, Audrey Totter, Forrest Tucker—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—**Arabian Nights-type entertainment has the angles**—94m.—**see Oct. 20 issue**—Leg.: B—(Color by DeLuxe)—(CinemaScope). (424)

ADVENTURES OR SADIE, THE—C—Joan Collins, George Cole, Kenneth More, Hermione Gingold—**Satisfoctary** British camedy for the art spats—88m.—see June 1 issue—Leg.: B—(Eastman Color)—English-made). (508)

ANGELA—MD—Dennis O'Keefe, Mara Lane, Rossane Brazzi—Okey programmer—81m.—see May 11 issue—Leg.: B—(Filmed in Italy). (511)

BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—**Western reissue shauld do okeh**—86m.—see Feb. 9 issue—(Reissue). (541)

BLACK 13—MD—Peter Reynolds, Rona Andersan, Patric 8arr—**Far the lawer half**—75m.—**see** Nov 17 issue—(English-made). (428)

BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, Gearge Raft, Peggy Ann Garner—**Goad mystery**—95m.—**see** Nov. 3 issue—(Color by DeLuxe—(CinemaScope). (423)

BROKEN LANCE—MD—Spencer Tracy, Robert Wagner Jean Peters, Richard Widmark—**Well-made melodrama**—96m.—see July 28 issue—(Color by DeLuxe—(CinemaScope). (419)

CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—**Depends on the individual situation**—105m.—**see** Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422

DADDY LONG LEGS—MUC—Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter—**Entertoining entry headed for higher grosses**—126m.—see May 11 issue—(Color by De Luxe)—(CinemaScope). (515)

DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—**Reissue has the angles**—88m—**see** Feb. 9 issue—(Reissue). (542

DESIREE—D—Marlon Brando, Jean Simmons, Merle Oberon—**Impressive picturizatian af best seller**—110m—**see** Nov. 17 issue—(Color by DeLuxe)—(CinemaScope (425)

DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—**Far the duallers**—71m.—see Dec 29 issue—(English-made) (429

EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons Victor Mature—**Well-made spectacle is headed for the better grasses**—140m.—see Sept. 8 issue—Leg B—(Color by DeLuxe)—(CinemaScope). (420)

GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson Debra Paget, Thomas Gomez—**Okeh programmer**—88m.—**see** Aug. 11 issue—Leg.: B—(Print by Technicolor). (417)

LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancroft, Lee Marvin—**Satisfactory programmer**—74m—**see** Jan. 26 issue—(Made in Mexico) (506)

MAGNIFICENT MATADOR, THE—D—Maureen O'Hara, Anthony Quinn, Thomas Gomez—**Entry has angles**—94m.—**see** June 1 issue—Leg.: 8—(Eastman Color)—(CinemaScope). (513)

MAN CALLED PETER, A—8ID—Richard Todd, Jean Peters, Marjorie Rambeau—**Highly inspirational film will need selling**—119m.—see April 9 issue—(Color by DeLuxe)—(CinemaScope). (509)

OTHER WOMAN, THE—D—Hugo Haas, Clea Moore, Lance Fuller—**Okeh programmer for the duallers**—81m.—see Jan. 12 issue. (430)

OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—**For the lawer half**—75m.—**see Dec. 1** issue—(Color). (427)

PRINCE OF PLAYERS—BID—Richard Burton, Maggie Mc Namara, John Derek—**Quality drama calls for special handling**—102m.—**see** Jan. 12 issue—(Color) —(CinemaScope). (502)

RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—**Entertaining entry**—95m.—see Feb. 9 issue —(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)

RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—**Okeh Civil War actian meller**—83m—see July 28 issue—(Technicolor). (408)

SEVEN YEAR ITCH, THE—C—Marilyn Monroe, Tom Ewell, Evelyn Keyes—**Highly amusing comedy should da better business**—105m.—see June 15 issue—Leg.: B—(Color by De Luxe)—(CinemaScope). (517)

SOLDIER OF FORTUNE—MD—Clark Gable, Susan Hayward, Michael Rennie—**Adventure yarn has high potential**—96m.—see June 1 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Hong Kong).(514)

THAT LADY—MD—Olivia DeHavilland, Gilbert Roland, Francoise Rosey, Dennis Price—**Costume meller will need plenty of push**—100m.—see June 1 issue—(Print by Technicolor)—(CinemaScope)—(Made in Spain). (504)

THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—**Colorful musical is headed for better grosses**—117m.—**see** Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (426)

TWELVE O'CLOCK HIGH — MD — Gregory Peck, Hugh Marlowe, Gary Merrill—**The Peck name should help war reissue**—131½m.—see Jan. 12 issue. (540)

UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—**Colorful entry has names and angles**—111m. —see March 9 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (507)

VIOLENT SATURDAY—MD—Victor Mature, Richard Egan, Virginia Leith—**Gangster entry has names and punch**—90m.—see April 20 issue—Leg.: 8—(Color by DeLuxe)—(CinemaScope). (510)

WHITE FEATHER — OMD — Robert Wagner, John Lund, Debra Paget—**Well-made Indian yarn**—102m.—**see** Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)

WOMAN'S WORLD — CD — Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—**Headed for the better money**—94m.—see Oct. 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

GIRL IN THE RED VELVET SWING, THE — Ray Milland, Joan Collins, Farley Granger — (Color) — (CinemaScope).

HOW TO BE VERY, VERY POPULAR — Betty Grable, Robert Cummings, Sheree North—(Color)—(CinemaScope). (518)

HOUSE OF BAMBOO—Robert Stack, Shirley Yamaguchi, Robert Ryan—102m.—(Color)—(CinemaScope)—(Made in Japan). (516)

KING AND I, THE—Deborah Kerr, Yul 8rynner, Dorothy Dandridge—(CinemaScope).

LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(Color)—(CinemaScope). (520)

LIVING SWAMP, THE—Nature in the Okefenokee Swamp —(Color)—(CinemaScope). (512)

LOVE IS A MANY SPLENDORED THING—William Holden, Jennifer Jones, Gloria Grahame—(Color)—(CinemaScope).

SEVEN CITIES OF GOLD—Richard Egan, Anthony Quinn, Rita Moreno — 105m.—(Color)—(CinemaScope)—Made in Mexico).

TALL MEN, THE — Clark Gable, Jane Russell, Robert Ryan—(Color)—(CinemaScope)—(Made in Mexico).

VIEW FROM POMPEY'S HEAD, THE—Richard Egan, Dana Wynter, Cameron Mitchell.

VIRGIN QUEEN, THE—Bette Davis, Richard Todd, Herbert Marshall—(Color by DeLuxe)—(CinemaScope). (519)

United Artists

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—**High rating**—128m.—**see** Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy) —(Figaro)—(1.75:1)

BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thompson—**Okeh programmer**—82m.—**see** Jan 12 issue—(Tors-Arthur)—(1.75-1)

BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—**Amusing impart far art and specialty spats**—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 to 1).

BIG HOUSE U. S. A.—MD—Broderick Crawford, Ralph Meeker, Randy Farr—**Okeh programmer**—82m.—**see** March 23 issue—Leg.: B—(Schenck).

BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—**Okeh programmer**—80m.—see Dec. 29 issue—Leg.: B—(Goldstein)—(1.85-1).

BULLET FOR JOEY, A—MD—Edward G. Robinson, George Raft, Audrey Totter—**Okeh programmer**—85m.—**see** April 9 issue—(Bischoff-Diamond)—(1.85-1).

CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—**Okeh programmer**—83m.—**see** March 23 issue—(Joyce-Werker)—(1.75-1).

CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—**Flynn draw will have to make the difference**—83m.—**see Aug. 11 issue**—(Pathe color)—(Made in Italy)—(Dubbed In English)—(Mahon-Vassarotti)—(1.75-1).

DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—**Routine programmer will fit into the duallers**—83m.—**see July 28 Issue**—(English-made)—(Pallos)—(1.66-1).

DOWN THREE DARK STREETS—MD—**Okeh programmer**—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—**see Sept. 8 Issue**—(Gardner-Levey).

GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—**Okeh programmer for the lower half**—82m.—**see** Nov. 4 issue—Leg.: B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1)

GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—**Interesting drama**—100m.—see Jan. 26 issue—(English-made)—(Remus).

JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—**Far the lower half**—83m.—see Sept. 22 Issue—Leg.: B—(Print by Technicolor)—(Panorama)—(1.75:1)

KHYBER PATROL—MD—Richard Egan, Dawn Addams, Raymond 8urr—**Okeh for the lower half**—71m.—**see** Aug. 25 Issue—(Color)—(World)—(1.75-1)

KISS ME DEADLY—MYMD—Ralph Meeker, Maxine Cooper, Paul Stewart—**Mickey Spillane entry has angles**—105m.—see May 4 issue—Leg.: B—(Parklane).

LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom Frankie Darro—**Weak western for the lower half**—62m.—**see** Nov. 3 issue—(Royal West)—(1.85-1).

MALTA STORY—HISMD—Alec Guiness, Jack Hawkins, Muriel Pavlow—**High rating for the art and specialty houses**—98mh.—**see** July 28 issue—(English-made)—(Rank)—(1.66-1)

MARTY—D—Ernest Borgnine, Betsy Blair, Esther Minciotti **High rating heartwarming drama**—89m.—See April 6 issue—(Hecht-Lancaster).

NOT AS A STRANGER—D—Olivia de Haviland, Robert Mitchum, Frank Sinatra, Gloria Grahame—**Highly touted filmization af popular best-seller should wind up in the better money**—135m.—see June 29 issue—Leg.: 8—(Kramer).

OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—**Satisfactory programmer for the lower half**—77m.—**see** Nov. 3 Issue—(Filmed In Canada)—(MPTV)—(1.66-1).

OTHELLO—D—Orson Welles, Susanne Cloutier, Michael MacLiammoire—**Shakespeare work for the art and speciality houses**—92m.—see June 15 issue—(Made in Italy)—(Welles).

PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—**Well made interesting entry**—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).

ROBBER'S ROOST—W—George Montgomery, Richard Boone, Sylvia Findlay—**Okeh western**—82m.—see May 18 issue—Leg.: B—(Eastman Color)—(Goldstein-Jacks).

ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—**High rating classical drama**—140m.—**see** Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed In England and Italy)—(Rank).

SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jary, June Foray—**For the lower half or art spots**—74m.—**see** Feb. 9 issue—(Technicolor)—(Made in India)—(Ferrin)—(1.75-1).

SEA SHALL NOT HAVE THEM, THE—MD—Michael Redgrave, Dirk 8ogarde, Nigel Patrick—**Fair entry far the art and specialty spots**—91m.—(English-made)—(1-66-1)—(Angel).

SHIELD FOR MURDER—MD—**Okeh programmer**—Edmond O'Brien, Marla English, John Agar—80m.—**see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1).**

SITTING BULL—OMD—Dale Robertson, Mary Murphy, J. Carrol Naish—**Well-made, interesting entry should appeal to action spots**—105m.—**see** Sept. 22 **Issue**—(Eastman color)—(CinemaScope)—(Frank)

SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—**Far the lawer half**—70m.—**see** Nov. 17 issue—(Wilder)—(1.85-1).

STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—**Far the lawer half**—80m.—**see** Nov 3 issue—(Phoenix).

STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—**Goad program enrty**—66m. —see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).

SUDDENLY — MD — **Well-made, interesting meller** — Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—**see** Sept. 8 issue—(Bassler)—(1.75-1)

SUMMERTIME—ROMD—Katherine Hepburn, Rossano 8razzi, Isa Miranda—**Stage play filmization has angles**—99m. — see June 15 issue — Leg.: B — (Eastman Color)—(Print by Technicolor)—(Made in Italy)—(Lopert).

TIGER AND THE FLAME, THE—MD—Mehtab, Sohrab Modi, Mubarak—**Interesting meller far the art spots**—97m. —see May 18 issue—(Technicolor)—(Indian-made)—(Modi).

TOP OF THE WORLD—MD—Frank Lovejoy, Evelyn Keyes, Dale Robertson—**Fair programmer**—90m.—see May 4 issue—Leg.: B—(8aird-Foster).

TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—**Interesting melodrama has star draw ta help**—89m.—**see** Nov. 3 issue—Leg.: B—(Made In France)—(Setton)—(1.85-1).

VERA CRUZ—OMD—Gary Cooper, 8urt Lancaster, Denise Darcel—**Actian packed meller has much to offer**—94m.—see Jan. 12 issue (SuperScope)—(Technicolor) —(Made in Mexico)—**Leg.**: B—(Hecht-Lancaster)

VICTORY AT SEA—DOC—**Well-made documentary**—97m.—**see June 2 Issue**—(Salamon).

WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—**Okeh for the duallers**—81m.—see Dec. 15 issue—(Color)—(LeBorg)—1.85-1).

YOU KNOW WHAT SAILORS ARE—C—Akim Tamiraff, Donald Sinden, Sarah Lawson—**Zany import for the lawer half**—89m.—see Nov 17 issue—(Technicolor) —(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom, Danielle Darrieux — (Technicolor) — (CinemaScope)—(Made in Spain)—(Rossen).

BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassour).

BIG BLUFF, THE—John 8romfield, Martha Vickers, Robert Hutton—(Wilder).

BIG KNIFE, THE—Jack Palance, Ida Lupino, Shelley Winters—(Aldrich).

BREAK TO FREEDOM—Anthony Steel, Jack Warner, Robert Beatty—(English-made)—(Angel).

DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(8el-Air).

FORT YUMA—Peter Graves, Joan Vohs, John Hudson, Joan Taylor—(Technicolor)—(Bel-Air).

GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale)

INDIAN FIGHTER, THE—Kirk Douglas, Walter Matthau, Elsa Martinelli—(Color)—(CinemaScope)—(8yrna).

KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster)

KISS BEFORE DYING, A—Robert Wagner, Jeffrey Hunter, Virginia Leith — (Eastman Color) — (CinemaScope) — (Crown).

LAST MAN IN WAGON MOUND, THE—Clark Gable (Russ-Field).

LET'S MAKE UP—Errol Flynn, Anna Neggle, David Farrar —(Eastman Color)—(Wilcox).

MOBSTERS, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).

NEWS IS MADE AT NIGHT—Dana Andrews, Rhonda Fleming, Ida Lupino—(Friedlob).

NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters—Leg.: 8—(Gregory).

RICHARD III—Laurence Olivier, John Gielgud, Ralph Richardson, Claire Bloom — (Technicolor) — (Vista-Vision)—(Made in England)—(Lopert).

SHADOW OF THE EAGLE—Richard Greene, Valentino Cortese, Greta Gynt—(English-made)—(Valiant).

STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Stross)

STORM FEAR—Cornel Wilde, Dan Duryea, Jean Wallace—(Theodora).

TOP GUN — Sterling Hayden, Karin Booth, William Bishop—(Small).

TOWN TAMER, THE—Robert Mitchum, Jan Sterling —(Goldwyn, Jr.)

TRAPEZE—Burt Lancaster, Gina Lollobrigida, Tony Curtis —(Made in France)—(Hecht-Lancaster).

TROUBLE SHOOTER, THE—Robert Mitchum, Jan Sterling—(Goldwyn, Jr.).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C—Bud Abbott, Lou Costello, Lynn Bari—Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue. (513)

ABBOTT AND COSTELLO MEET THE MUMMY—F—Bud Abbott, Lou Costello, Marie Windsor—For the juveniles and A and C fans—79m.—see May 4 issue. (526)

AIN'T MISBEHAVIN'—CMU—Rory Calhoun, Piper Laurie, Jack Carson—Fair programmer—81½m.—see June 1 issue—Leg.: B—(Technicolor). (529)

BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—Okeh programmer—87m.—see Nov. 3 issue—(Technicolor). (501)

BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor). (CinemaScope)—(429)—(regular 432)

CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—Interesting costume meller—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland) (514)

CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope) (517)

CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—Satisfactory horror show for the program—82m.—see March 23 issue—(523).

DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—Satisfactory outdoor melodrama—80½m.—see July 28 issue—(Technicolor)—(2-1) (430)

DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B (508)

FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor). (511)

FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor). (502)

FOXFIRE—D—Jane Russell, Jeff Chandler, Dan Duryea—Interesting drama—91½m.—see June 15 issue—Leg.: B—(Technicolor). (528)

HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank). (486)

LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Noel Purcell—Okeh programmer or art house entry—82m.—see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank) (509)

LOOTERS, THE—MD—Roray Calhoun, Julie Adams, Ray Danton—Good programmer—87m.—see April 20 issue. (524)

MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—Okeh series entry—79m.—see March 9 issue. (519)

MAN FROM BITTER RIDGE, THE—W—Lex Barker, Mara Corday, Stephen McNally—Okeh western—80m.—see April 20 issue—(Eastman color). (525)

MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—Off-beat outdoor action entry has the angles—89m.—see March 9 issue—(Technicolor). (520)

NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1). (431)

PURPLE MASK, THE—MD—Tony Curtis, Coleen Miller, Gene Barry — Satisfactory programmer — 82m. — see June 15 issue—(Technicolor)—(CinemaScope). (530)

REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, John Bromfield—Meller has angles, especiall in 3-D—82m.—see March 23 issue. (3-D; 521); (2-D; 522).

RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—For the lower half—80m.—see Nov. 3 issue—(1.85-1). (504)

SHRIKE, THE—D—Jose Ferrer, June Allyson, Kendall Clark—Psychological drama has angles—88m.—see May 18 issue.

SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor). (CinemaScope—505)—(regular—506)

SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—Okeh action meller—96m.—see Jan. 26 issue—Leg.: B. (512)

SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—Okeh program meller—88m.—see Feb. 9 issue—(Technicolor). (516)

SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—Entertaining musical has names to help—96m.—see Nov. 17 Issue—Leg.: B—(Technicolor). (507)

THIS ISLAND EARTH—SFD—Jeff Morrow, Faith Domergue, Rex Reason—Good programmer—87m.—see April 6 issue—(Technicolor). (527)

WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor). (503)

YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicolor)—(2-1). (510)

TO BE REVIEWED OR IN PRODUCTION

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).

AWAY ALL BOATS—Jeff Chandler, George Nader, Julie Adams—(Technicolor)—(VistaVision)—(Made in Virgin Islands).

BACKLASH—Richard Widmark, Donna Reed—(Technicolor).

FEMALE ON THE BEACH—Jaan Crawford, Jeff Chandler, Jan Sterling—Leg.: B.

FRANCIS IN THE NAVY—Donald O'Connor, Martha Hyer, Jim Backus. (534)

GIRL IN THE CAGE, THE—William Campbell, Kathleen Case, Keenan Wynn.

KETTLES IN THE OZARKS, THE—Marjorie Main, Arthur Hunnicutt, Una Merkel.

KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor).

LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor).

NAKED DAWN, THE—Arthur Kennedy, Betta St. John—(Technicolor).

NEVER SAY GOODBYE—Rock Hudson, Cornell Borchers, George Sanders—(Technicolor).

ONE DESIRE—Ann Baxter, Rock Hudson, Julie Adams—(Technicolor). (532)

PRIVATE WAR OF MAJOR BENSON, THE—Charlton Heston, Julie Adams, William Demarest—(Technicolor). (533)

RAWHIDE YEARS, THE—Tony Curtis, Colleen Miller, Arthur Kennedy—(Technicolor).

SECOND GREATEST SEX, THE—Jeanne Crain, George Nader, Bert Lair—(Technicolor)—(CinemaScope).

SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).

SQUARE JUNGLE, THE—Tony Curtis, Pat Crowley, Ernest Borgnine.

TARANTULA—John Agar, Mara Corday, Leo G. Carroll.

THERE'S ALWAYS TOMORROW—Barbara Stanwyck, Fred MacMurray, Joan Bennett.

TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope)

WORLD IN MY CORNER—Audie Murphy, Barbara Rush, Jeff Morrow.

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman—High rating Marine yarn—149m.—see Feb. 9 issue—WarnerColor)—(CinemaScope). (411)

BIG SLEEP, THE—MYMD—Hupmphrey Bogart, Lauren Bacall, Martha Vickers—Reissues has names—114m.—see Dec. 1 issue. (407)

BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsar—Good outdoor action entry—79m.—see Sept. 8 issue—(WarnerCalor)—(1.85-1). (402)

DAM BUSTERS, THE—MD—Richard Todd, Michael Redgrave, Ursula Jeans—Highly interesting war entry—102m.—see June 29 issue—(English-made). (420)

DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—Rating police yarn—89m.—see Sept. 8 issue—(WarnerCalor)—(1.85-1).

DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—Ladd draw will make the difference—111m.—see Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)

DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—Names should help okeh programmer—102m.—see Aug. 11 issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)

EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—High rating drama—115m.—see Feb. 23 issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)

JUMP INTO HELL—ACD—Jack Sernas, Kurt Kasznar, Arnold Moss—Rugged war entry should do okeh in action spots as programmer—93m.—see April 6 issue. (410)

LAND OF THE PHARAOHS—HISD—Jack Hawkins, Jaan Collins, Dewey Martin, Luisa Boni—Highly interesting entry — 105m. — see June 29 issue — Leg.: B—(WarnerColor) — (Print by Technicolor) — (CinemaScope)—(English-made)—(Filmed in Egypt and Italy). (419)

MISTER ROBERTS—C—Henry Fonda, James Cagney, Jack Lemmon—High rating—123m.—see June 1 issue—Leg.: B—(WarnerColor)—(CinemaScope). (418)

NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—Okeh program entry—87m.—see Feb. 23 issue—Leg.: B. (413)

SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—Names should help reissue—135m.—see Dec. 1 issue. (406)

SEA CHASE, THE—MD—John Wayne, Lana Turner, Tab Hunter—Interesting meller has names and entertainment angles—118m.—see May 18 issue—Leg.: B—(WarnerColor)—(CinemaScope). (416)

SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—Highly Interesting entry—137m.—see Dec. 29 issue—(WarnerCalor)—(CinemaScope). (408).

STAR IS BORN, A—DMU—Judy Garland, James Mason, Jack Carson—High rating—154m.—see Oct. 6 Issue—Leg.: B—(Technicolor)—(CinemaScope). (403)

STRANGE LADY IN TOWN—MD—Greer Garson, Dana Andrews, Cameron Mitchell—Entertaining entry needs sales push—112m.—see Apr. 20 issue—(WarnerColor)—(CinemaScope). (415)

TALL MAN RIDING—W—Randolph Scott, Dorothy Malone, Peggie Castle—Okey western—83m.—see May 18 issue—(WarnerColor). (417)

TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope). (405)

UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—Well made programmer—75m.—see Feb. 9 issue. (412)

YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—(1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Irwin Allen Nature documentary—(Technicolor).

BLOOD ALLEY—John Wayne, Lauren Bacall—(WarnerColor)—(CinemaScope)—Leg.: B.

DARKEST HOUR, THE—Alan Ladd, Joanne Dru, Edward G. Robinson—(WarnerColor)—(CinemaScope).

GIANT—Elizabeth Taylor, Rock Hudson, James Dean, Mercedes McCambridge — (WarnerColor) — (CinemaScope).

COURT MARTIAL OF BILLY MITCHELL, THE — Gary Cooper, Ralph Bellamy—(Technicolor)—(CinemaScope).

HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke—(WarnerColor)—(CinemaScope)—(Made in Italy).

HANDFUL OF CLOUDS, A—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).

I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.

McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).

MIRACLE IN THE RAIN—Van Johnson, Jane Wyman.

MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart—(Technicolor)—(CinemaScope)—(Made in Wales)

PETE KELLY'S BLUES—Jack Webb, Peggy Lee, Edmond O'Brien—(Print by Technicolor)—(CinemaScope).

REBEL WITHOUT A CAUSE—James Dean, Natalie Wood—(WarnerColor)—(CinemaScope).

RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).

SEARCHERS, THE—Jeffrey Hunter, Vera Miles—(Color)—(VistaVision).

SINCERELY YOURS—Liberace, Joanne Dru, Dorothy Malone—(WarnerColor).

TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors' addresses will be furnished on request)

BLONDE PICK-UP, THE—Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell—Exploitation film far the duallers—57m.—see April 6 issue—(Globe Roadshows).

BURLESQUE FOLLIES — BUR — Aleene, Lotus Wing, Pat Dorsey—Satisfactory for burlesque spots—57m.—see June 29 issue—(Exclusive).

CHAMPAGNE SAFARI—DOC—Rita Hayworth, Prince Aly Khan—Names may help travelogue—60m.—see Sept 8 issue—(Color)—(Made In Africa)—(Bregstein).

CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—Highly attractive second Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stanley-Warner Cinerama).

DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).

DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—For the lower half—69m.—see March 23 issue—(Beverly).

DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).

DUEL IN THE SUN—WMD—Names should help reissue land in the money—Jennifer Jones, Joseph Cotton, Gregory Peck—134m.—see Sept. 8 issue—(Technicalor)—(Selznick).

FAST AND THE FURIOUS, THE—MD—John Ireland, Dorothy Malone, Bruce Carlisle—For action spots and duallers—72m.—see Dec. 1 Issue—(American Releasing Corp.).

FIVE GUNS WEST—W—John Lund, Dorothy Malone, Touch Connors—Better than average western—78m.—see May 4 issue—(PatheColor)—(American Releasing Corp.).

FORBIDDEN WOMEN—AD—Mediocre exploitation entry—South Sea natives—56m.—see Sept. 8 issue—(Made in Sauth Seas)—(Bell).

GANGBUSTERS — MD — Myron Healey, Don C. Harvey, Frank Richards—Okeh for the programmers—78m.—see Jan. 26 issue—Leg.: "B"—(Visual Drama).

GARDEN OF EDEN—NOVD—Mickey Knox, Jamie O'Hara, Karen Sue Trent, Stephen Gray—Exploitation film should do well if sold properly—70m.—see Sept. 8 issue—Leg.: C—(Tri-Art color)—(Excelsior).

HALF WAY TO HELL—COMP.—Produced and narrated by Quentin Reynolds—Indictment of dictatorship can be sold—60m —see Sept. 22 issue—(Hallmark).

JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves For the lower half—70m.—see Jan. 12 issue—(Howco).

JAMBOREE—DOC—Boy Scouts and film stars—Value Is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).

KARAMOJA—DOC—Interesting Travel Film—Native Karamojans—60m.—see Sept. 8 issue—Leg.: C—(Made in Africa)—(Hallmark).

KILL HIM FOR ME—MD—Arturo De Cordova, Leticia Palma, Ramon Gay—Stock thriller for the lawer half—90m.—see Sept. 22 issue—(Mexican-made)—(English dialogue)—(Waldman).

MAMBO BURLESK—BUR—Rita Ravell, Misty Ayers, Mitzi Doerre—Satisfactory for burlesque spots—52m.—see June 1 issue—(Mishkin).

MURDER IN VILLA CAPRI—MD—John Heath, Neil Hamilton, Esther Minciotti—Mediocore lower half filler—68m.—see June 15 issue—(Screen Guild).

MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—Good nature study film for supparting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).

NAKED AMAZON—DOC—Interesting documentary—70m.—see June 29 issue—(Times).

NAUGHTY NEW ORLEANS—MUC—Julianne, Allouette, Montmarte Kitty—Satisfactory entry for spots that can play it—63m.—see May 18 issue—(Eastman color)—(Union).

OPEN SECRET—MD—John Ireland, Jane Randolph—For the lower half—67m.—see June 15 issue—(Marathon).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh exploitation burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews and U. S. Army—Interesting decoumentary on U. S. army—55m.—see Dec. 29 Issue—(Technicolor)—(released by various distributors in exchange areas as a public service).

UNCOVER GIRLS—BUR—Gilda—Routine burlesque show for the exploitation spots—53m.—see Aug. 11 issue—(Mishkin).

VARIETEASE—BUR—Lilli St. Cyr—Suited for the exploitation spots—65m.—see Aug. 11 issue—(Eastman Color)—(Beautiful).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr—Fair burlesque entry—66m.—Partly in color—(Union).

English Films

APPOINTMENT IN LONDON—MD—Dirk Bogarde, Ian Hunter, Dinah Sheridan—Fair entry of British Air Force — 96m. — see June 29 issue—(English-made)—(Associated Artists).

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import for art and specialty spots—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

CHANCE MEETING—D—Odile Versois, David Knight, Joseph Tomelty—Interesting programmer for English spots—94m.—see May 18 issue—(English-made)—(Pacemaker).

DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller —83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DEVIL GIRL FROM MARS—SFD—Hugh McDermott, Hazel Court, Peter Reynolds—Science-fiction import for the lower half—77m.—April 6 issue—(English-made)—(Spartan).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary domestic drama for the art houses—83m.—see July 28 issue—(English-made)—(Kingsley International).

EIGHT O'CLOCK WALK—MD—Richard Attenborough, Cathy O'Donnell, Ian Hunter—For the art and specialty houses—87m.—see June 15 issue—(English-made)—(Associated Artists).

FOR BETTER, FOR WORSE—C—Dirk Bogarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots —75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FRIONT PAGE STORY—MD—Jack Hawkins, Elizabeth Allen, Eva Bartok—Fair meller for the art spots—95m.—see May 18 issue (English made)—(Associated Artists).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Moore—Cute import for art spots—84m. —see Jan. 26 issue—(English-made)—(Associated Artists).

GOOD BEGINNING, THE—C—John Fraser, Eileen Moore, Peter Reynolds, Lana Morris—Lightweight import for the art spots—65m.—see Aug. 25 issue—(English-made)—(Stratford).

GREEN SCARF, THE — MYD — Michael Redgrave, Kieron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spots —100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Lindo, Arthur Young,—Okeh entry for the art and class spots—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting import—84m.—see Feb. 23 issue—(English-made)—(Associated Artists).

JOHN WESLEY—BID—Leanard Sachs, Gerald Lohan, Neil Hayes—Fair biography for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Color)—(English-made)—(Methodist Church-Rank).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Joan Greenwood—Spicy theme and names should help this at the art house boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

MIDNIGHT EPISODE—MYC—Stanley Holloway, Leslie Dwyer, Meredith Edwards—Entertaining entry for the art spots—78m.—see June 1 issue—(English-made)—(Fine Arts).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nov. 3 issue—(English-made)—(American Feature Attractions).

PROFILE—MYMD—John Bentley, Kathleen Byron, Thea Gregory—Import for the lower half or art spots—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherford, Petula Clark—Fairly amusing Impart for the art houses—78m.—see Nov. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymond Huntley—Comedy import for the art and specialty spots—77m.—see July 28 issue—(English-made)—(Kingsley-International).

STRATFORD ADVENTURE, THE—DOC—Alec Guiness, Tyrone Guthrie, Irene Worth—Interesting documentary —3Bm.—see Aug. 11 issue—(Eastman Color)—(Canadian-made)—(Continental).

TO PARIS WITH LOVE—C—Alec Guinness, Odile Versois, Vernon Gray—Guinness draw makes this an art house natural with possibilities elsewhere—78m.—see May 18 issue—(Technicolor)—(English-made)—(Continental).

THREE CASES OF MURDER—MD—Emrys Jones, John Gregson, Colette Wilde—Off beat three part melodrama for art spots—99m.—see May 18 issue—(English made)—(Associated Artists).

WELCOME THE QUEEN—DOC—Queen Elizabeth, Prince Phillip—Satisfactory for the art houses; English spots—50m.—see Sept. 22 issue—(English-made)—(Eastman calor)—(BIS).

Foreign-Made

(Distributors' addresses will be furnished on request)

ANGELIKA—D—Maria Schell—Satisfactory entry for the art spots—99m.—see Oct. 6 issue—(German-made)—(English titles)—(Brenner).

ANNA CROSS, THE—D—Okeh Soviet entry for the art spots—84m.—see Nov. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkino).

ASCENT TO HEAVEN—CD—Okeh import for the art houses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Class-Mohme).

BALLET CONCERT—COMP.—Uneven compilation of dance shorts is Okeh for art spots—Galine Ulavova, Olga Lepeshinskaya, Maria Seminova—55m.—see Sept. 8 issue.—(Russian-made)—(Artkino).

BRIDE WITH A DOWRY—CD—Routine Soviet import—105m.—see Sept. 22 issue—(Russian-made)—(English titles)—(Sovcolor)—(Artkino).

CASPIAN STORY—DOC—Directed and photographed by Roman Karmen—52m.—see Aug. 25 issue—(Russian made)—(Color)—(Artkino).

CITY OF VIOLENCE—MD—Maria Montez, Alan Curtis, Massimo Serato—Routine melodrama for the lower half—85m.—see Oct. 6 issue—(Italian-made)—(English dialogue)—(Waldman).

COMPANIONS OF THE NIGHT—D—Adequate entry for the art houses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactory for the art and Russian spots—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Sovcolor)—(Artkino).

DAUGHTERS OF DESTINY—COMP—Claudette Colbert, Michele Morgan, Martine Carol—Three part offering is okeh for the art houses—105m.—see Aug. 11 Issue —(French and Italian-made)—(English titles)—(Arlan).

DESIRES—D—Absorbing drama for the art houses—97m.—see Aug. 11 issue—(German-made)—(English titles)—(Grand Prize).

DESPERATE DECISION—D—Fair import for the art houses —84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

FOUR WAYS OUT—MD—Gina Lollobrigida—For the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

FRENCH TOUCH, THE—C—Fernandel—Amusing import for the art spots—84m.—see Sept. 22 issue—(French-made)—(English titles)—(Times).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicole Berger—One af the better Imparts —108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GATE OF HELL—D—Machiko Kyo, Kazue Hasegawa, Isao Yamagata—Outstanding entry for the art spots—89m.—See April 20 issue—(Japanese made)—(English titles)—(Eastman color)—(Harrison).

GRAN VARIETA—CDMU—Vittorio De Sica, Lea Padovani. Nico Pepe—Okeh import for art spots—102m.—see June 1 issue—(Italian-made)—(English titles)—(Color) —(Continental).

GREAT ADVENTURE, THE—OD—Arne Sucksdorff, Anders Norborg, Kjell Sucksdorff—Excellent import for the art spots—75m.—see June 15 issue—(Swedish-made) —(English narration)—(De Rochemont).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, —Strictly for Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles) —(Continental).

HAMIDO—MD—Hoda Soultan, Farid Chawky, Tahia Carioca—Import has selling angles and novelty—122m.—see June 1 issue—(Egyptian-made)—(English title)—(Gould).

HEARTBREAK RIDGE—DOC—Well-made Korean war documentary for art spots—Produced by Rene Risacher; directed by Jacques Dupont—86m.—see May 18 issue —(French made)—(English titles and narration)—(Eastman color)—(Stereophonic sound and Perspectascope)—(Tudor).

HIROSHIMA—DOC—Yoshi Katoh, Eiji, Isuzu Yamada—Quality import for the art spots—85m.—see June 15 issue — (Japanese-made) — (English titles) — (Continental).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegarde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue — (French-made) — (English titles) — Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—Moderate love story for the art houses—90m.—see Nov. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Produced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue —(Technicolor)—(Italian-Made)—(BuenaVista through various franchise holders).

IMPOSTER, THE—MD—Japanese cast—Okeh Oriental import for the art houses—89m.—see April 6 issue—(Japanese-made)—(English titles)—(Brandon).

KINGDOM ON THE WATERS, A—DOC—Written, photographed and directed by Dr. Istvan H. Magy—74m.—see Aug. 25 issue—(Hungarian made)—(Color)—(English narration)—(Artkino).

MERRY-GO-ROUND—CD—Fair import for art spots and German language houses—100m.—see April 20 issue —(German made)—(English titles)—(Casino).

NAKED HEART, THE—D—Michele Morgan, Kieron Moore, Francoise Rosay—Okeh for the art spots—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).

NO WAY BACK—MD—Ivan Desny, Ruth Niehaus, Rene Deltgen—Good import for the art spots—87m.—see June 15 issue—(German-made)—(English titles)—(Fine Arts).

ONE SUMMER OF HAPPINESS—D—Folk Sundquist, Ulla Jacobsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made) —(English titles)—(Times)—Leg.: C.

PARIS INCIDENT—CD—Fine import for the art and class spots — 90m. — see July 28 issue — (French-made)—(English titles)—(Davis).

PRINCESS CINDERELLA—FAN—Should appeal most to juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).

SIDE STREET STORY—D—Toto—Good Italion import for the art spots—84m.—see July 28 issue—(Italian-made) —(English titles)—(Burstyn).

SKANDERBEG—HISD—Historical action drama for Russian spots — 95m. — see July 28 issue — (Russian-made) — (English titles)—(Sovcolor)—(Artkino).

STARS OF THE RUSSIAN BALLET—MU—Galina Ulanova, N. M. Dudinskaya, N. M. Sergeyev—Satisfactory ballet film for art and class spots—75m.—see Sept. 22 issue—(Russian-made)—(English narration)—(Sovcolor)—(Artkina).

TRUE AND THE FALSE, THE—D—Signe Hasso—Sotisfactory import for art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—Routine Soviet import—99m.—see Dec. 29 issue—(Made in U.S.S.R.)—(English titles)—(Sovcolor)—(Artkino).

UGETSU—DFAN—Good Japanese film for the art spots—96m.—see Oct. 6 issue—Leg.: B—(Japanese-made)—(English titles)—(Harrison-Davidson).

WAGES OF FEAR, THE—MD—Superior import for the art spots—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 shorts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number opposite each series designates the total announced by the campany.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Columbia			
		Two Reel COMEDIES			
		ALL-STAR (6)			
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernon)	F	16m.	3925
7414	(Feb. 17)	G.I. Dood It (Besser)	F	16m.	3933
7415	(Apr. 28)	Scratch, Scratch, Scratch (Clyde)	F	16m.	3966
7416	(June 9)	Nobody's Home (Quillian-Vernon)	F	16½m.	
		ASSORTED FAVORITE REPRINTS (6)			
7421	(Sept. 16)	His Hotel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way To Hollywood (Tom Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933
7426	(May 5)	Hiss and Yell (Vague)	G	18m.	3981
		COMEDY FAVORITE RE-RELEASES (6)			
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nov. 18)	Rolling Down ta Rena (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Good Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)	G	18m.	3953
7435	(Apr. 21)	Ready Willing But Unable (Brendel)	F	16m.	3959
7436	(June 16)	Training For Trouble (Schilling & Lane)	F	15½m.	3981
		SERIALS (4)			
7120	(Nov. 11)	Riding With Buffala Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arrow (reissue)	F	15ep.	3933
7160	(June 9)	Adventures of Captain Africa	F	15ep.	3982
		THE THREE STOOGES (8)			
7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nov. 4)	Scotched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse	F	16m.	3953
7407	(Apr. 14)	Bedlam in Paradise	F	16m.	3959
7408	(June 2)	Stone Age Romeos	G	16m.	
		CANDID MICROPHONES (Reissues)			
7551	(Sept. 23)	Series 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, No. 1	E	9m.	3934
7555	(June 2)	Series 2, No. 2			
		COLOR FAVORITES (15) (Technicolor) (Reissues)			
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nov. 4)	AHunting We Won't Go	G	7½m.	3866
7604	(Nov. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Mysto Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber	G	6m.	3947

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7610	(Apr. 7)	Treasure Jest	G	6½m.	3955
7611	(Apr. 21)	Picnic Panic	F	6m.	3966
7612	(May 12)	Mather Hubba-Hubba Hubbard	F	6m.	3982
7613	(June 2)	Kukunuts	G	6½m.	3982
7614	(June 23)	Scary Craws			
7615	(July 14)	Little Rover		9m.	
		MR. MAGOO (4) (Technicolor)			
7701	(Dec. 16)	Destination Magao	E	6½m.	3926
7702	(Feb. 24)	Magaa's Check Up	E	6½m.	3926
7703	(May 19)	Magao Express	G	6m.	3966
7704	(June 23)	Madcap Magoo	G	6m.	
		MR. MAGOO SPECIAL (Technicolor) (CinemaScope)			
7509	(Jan. 6)	When Magoa Flew	E	7m.	3857
		(1954-55) MUSICAL SPECIAL (1)			
7999	(Sept. 2)	Autumn In Rome	G	8m.	3843
		SCREEN SNAPSHOTS (10)			
7851	(Sept. 23)	Hallywoad Movies March On	G	10m.	3843
7852	(Oct. 21)	Hallywood Stars On Parade	F	9½m.	3874
7353	(Nav. 18)	Hollywood Cawboy Stars	F	10½m.	3947
7854	(Dec. 16)	Hollywood Like	F	10m.	3909
7855	(Jan. 20)	Pennies Fram Hollywood	F	10m.	3919
7856	(Feb. 24)	Hallywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hallywoad Fathers	F	10m.	3959
7858	(May 5)	Hallywoad Plays Golf	F	9m.	
7859	(June 16)	Hallywaad Beauty	F	9m.	
7860	(July 14)	Hallywoad Mothers			
		THRILLS OF MUSIC (6) (Reissues)			
7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nav. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys	G	10½m.	3900
7954	Feb. 10)	Tany Pastar and Orch.	G	10m.	3934
7955	(Apr. 10)	Elliatt Lawrence & Orch.	G	10m.	3974
7956	(June 9)	Ray Eberle & Orch.	G	10m.	3983
		UPA ASSORTED CARTOONS (4) (Technicolor)			
7501	(Sept. 23)	Haw Naw Baing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Mar. 24)	Faur Wheels No Brakes	E	6½m.	3955
7504	(May 19)	Baby Baagie	E	7m.	3966
		WORLD OF SPORTS (10)			
7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskin	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise	F	9m.	3967
7808	(Apr. 28)	Barking Champs	G	9m.	3967
7809	(June 2)	Sun Play	G	9m.	

MGM

TWO REEL SPECIAL

		MGM's 1955 Motion Picture Celebration	G	18m.	3933
		One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)			
W-632	(Sept. 4)	Mice Fallies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tamarrow (TA)	G	7m.	3831
W-635	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W-639	(Nav. 13)	Dawnhearted Duckling	G	7m.	3973
W-640	(Dec. 4)	Dixieland Draapy (TA)	E	8m.	3973
W-641	( )	Field and Scream	G	7m.	3973
W-642	( )	Mouse For Sale	F	7m.	3973
		CINEMASCOPE CARTOONS (4) (Technicolor)			
C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Tauché Pussycat (T-J)	G	7m.	3947
	(Mar.)	Sauthbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)	F	7m.	3947
		FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)			
T-611	(Sept. 11)	Yosemite the Maanificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuara	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	3955
		GOLD MEDAL REPRINT CARTOONS (8)			
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
W-662	(Jan.)	Part Time Pal	G	7m.	3900
W-663	(Jan.)	Cat Cancerta (T-J)	G	7m.	3900
W-664	(Feb.)	Dr. Jekyll and Mr. Mouse	G	8m.	3947
W-665	(Mar.)	Salt Water Tabby	F	7m.	3947
W-666	( )	Mouse In The Hause	G	8m.	3982
W-667	( )	Little Tinker	G	7m.	3982
W-668	( )	Slap Happy Lian	G	7m.	3982
		PETE SMITH SPECIALTIES (10)			
S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Raugh Riding (Tech.)	G	9m.	3934
S-653	(Jan.)	The Man Araund The Hause	F	9m.	3919
S-654	(Feb.)	Keep Young	F	9m.	3866
S-655	(Mar.)	Sports Trix	G	9m.	3926
S-656	(Mar.)	Just What I Needed	F	9m.	3947
S-657	( )	Glabal Quiz (Calor)	G	10m.	3967
S-658	( )	Animals In Actian	F	9m.	3983
S-659	( )	Histarical Oddities	G	9m.	3983
S-660	( )	The Fall Guy	G	9m.	3983

Paramount

SPECIAL (Technicolor)

T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933
		CARTOON CHAMPIONS (6) (Technicolar) (Reissues)			
S14-1	(Oct. 1)	We're In The Haney	G	8m.	3843
S14-2	(Oct. 1)	Butterscatch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghost	G	7½m.	3842
S14-5	(Oct. 1)	The Bored Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842
		CASPER CARTOONS (6) (Technicolor)			
B14-1	(Oct. 15)	Boos and Arrows	G	6m.	3857
B14-2	(Dec. 3)	Bao Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek	G	7m.	3947
B14-4	(Mar. 4)	Keep Yaur Grin Up	G	6m.	3955
B14-5	(May 27)	Spoaking With A Brague	F	6m.	
B14-6	(July 15)	Bull Fright			
		GRANTLAND RICE SPORTLIGHTS (12)			
R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hat and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nav. 5)	Where Everybady Rides	E	10m.	3894
R14-4	(Dec. 10)	Bayhaad Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	3947
R14-7	(Apr. 8)	Baseball's Acrabatic Age		9m.	
R14-8	(May 13)	Tumbling Jambaree	F	9m.	
R14-9	(June 10)	High Score Bowling			
R14-10	(July 1)	San Fernanda Saddle Champs			
		HEADLINER CHAMPIONS THRILLS (6) (Reissues)			
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking af Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lanesame Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Videa Hounds	G	10m.	3843
		HERMAN AND CATNIP CARTOONS (4) (Technicolor)			
H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Rabin Rodenthood	G	7m.	3947
H14-3	(Apr. 8)	A Bicep Built For Twa		7m.	
		NOVELTOONS (6) (Technicolor)			
P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	3947
P14-4	(Mar. 25)	Git Alang Lil' Duckie		7m.	
P14-5	(June 10)	News Haund			
P14-6	(July 8)	Pop Gaes The Weasel			
		PACEMAKERS (6)			
K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	G	10m.	3947
K14-4	(May 20)	Five Hundred Horses	F	10m.	
K14-5	(June 3)	Flarida Aflame			
K14-6	(June 17)	Walk In The Deep		10m.	
		POPEYE CARTOONS (8) (Technicolar)			
E14-1	(Nav. 12)	Private Eye Papeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Coakin' With Gags	E	7m.	3946
E14-4	(Feb. 11)	Nurse Ta Meet Ya	G	6m.	3955
E14-5	(Mar. 11)	Penny Antics		8m.	
E14-6	(May 20)	Beaus Will Be Beaus		6m.	
E14-7	(May 27)	Gift Of Gag			
		TOPPERS (6)			
M14-1	(Nav. 19)	The Nerve of Some Peaple	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashare	G	10m.	3947
M14-5	(Apr. 15)	Let's Laok At The Birds	F	9m.	
M14-6	(Apr. 22)	Pick A Pet	G	8m.	
		VISTAVISION SPECIAL			
		Paramount Presents VistaVision	G	20m.	3933
V14-1	(Nav. 5)	VistaVision Visits Narway	G	17m.	3899
V14-2	(Apr. 29)	Vistavisian Visits Mexica	E	17m.	3966
V14-3	(May 27)	Vistavision Visits The Sun Trails			
	(June)	VistaVisian Visits Hawaii			
	(July)	VistaVisian Visits Japan			

RKO

Two Reel

		EDGAR KENNEDY REISSUES (6)			
53501	(Oct. 8)	Hast To a Ghast	B	17m.	3841
53502	(Oct. 22)	Naisy Neighbars	F	17m.	3841
53503	(Nav. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brather Knaws Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880
		LEON ERROL REISSUES (6)			
53701	(Oct. 1)	Oh Prafessar Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nav. 12)	Twin Husbands	F	18m.	3865
53705	(Nav. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Fallaw That Blonde	F	18m.	3880
		RAY WHITLEY REISSUES (2)			
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nav. 19)	Redskins and Redheads	G	18m.	3842
		RKO-PATHÉ SPECIALS (8)			
53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nav. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River Ta The Past	G	15m.	3909
53105	(Feb. 25)	Big Top Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers	E	15½m.	3953
52901	(May 6)	Operation Icecap	G	19m.	3966
		SPORT SPECIALS (2)			
53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(Apr. 15)	Basketball Highlights		15m.	
		MY PAL REISSUES (2)			
53201	(Oct. 8)	I Faund A Dog	F	21m.	3842
53202	(Nav. 5)	Pal's Return	F	20m.	3842
		THEATRE OF LIFE			
53301	(June 17)	Devil Take Us	E	21m.	3981
		One Reel SCREENLINERS (12)			
54201	(Sept. 17)	House Of Knawledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nav. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
54208	(Apr. 1)	Bush Dactar	G	11m.	3967
54209	(Apr. 29)	Inland Seas	G	11m.	3967
54210	(May 27)	Staff Of Life	G	8m.	3967
54211	(June 24)	Rest Assured	F	8m.	3967
54212	(July 22)	Safety Is Their Business	G	8m.	3991
54213	(Aug. 19)	Film Fun		9m.	
		SPORTSCOPES (12)			
54301	(Sept. 3)	Alaskan Traut	F	8m.	3844
54302	(Oct. 1)	British Emplre Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nav. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sparts Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mar. 18)	Here's Hackey	G	10m.	3939
54309	(Apr. 15)	Jai Alai	F	8m.	3967
54310	(May 13)	Everglade Posse	F	8m.	3967
54311	(June 10)	Dawnhill Yachts	F	8m.	3991
	(July 8)	Bowling Baom			
		WALT DISNEY CARTOONS (3) (Technicolor)			
		(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figara; S—Special)			
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nav. 12)	Flying Squirrel (D)	G	7m.	3887
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	No Hunting (D)	E	6m.	39 6
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolar)			
54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54107	(Apr. 1)	Blame It On The Samba	G	6m.	3953
54108	(Apr. 22)	Chip An' Dale	G	7m.	3966
54109	(May 13)	Pedro	G	8m.	3973
54110	(June 10)	El Gaucha Gaofy	G	8m.	3973
54111	(June 24)	Aquerela Da Brasil	G	8m.	3982
54112	(July 15)	The Flying Gauchita			

Republic

SERIALS (4)

5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Kanga	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again	G	13ep.	3953
5485	(June 27)	King Of The Carnival		13ep.	
5486	(Sept. 19)	Zorra's Black Whip		12ep.	
		One Reel THIS WORLD OF OURS (6) (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nav. 15)	Thailand	G	10m.	3973
5387	(Dec. 15)	Bali	G	9m.	3991
5388	(Mar. 1)	Venezuela	G	9m.	3983

20th Century-Fox

CINEMASCOPE SPECIALS (Color)

7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Palovetzian Dances From Prince Igor	E	8m.	3683

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7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3723
7408	(Mar.)	Haydn's Farewell Symphony	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motion Picture Stunt Pilot	G	17m.	3773
7414	(.....)	Miracle af Stereophonic Sound, The	G	11m.	3874
7415	(Apr.)	Roger Wagner Chorale	E	8m.	3737
7416	(Apr.)	New Horizons	G	10m.	3731
7417	(May)	Land of Legend	G	9m.	3758
7418	(July)	Piana Encores	G	10m.	3805
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct.)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Mar.)	Tuna Clipper Ship (Tech.)	E	17m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Colar)	G	14m.	3918
7506	(Apr.)	Land Of The Nile (Color)	G	9m.	3991
7507	(May)	Tears Of The Moon (Color)	E	10m.	3973
7508	(Apr.)	Isles Of Lore (Calor)	G	10m.	3991
7509	(May)	Punts And Stunts (Calar)	G	9m.	3991
7510	(Mar.)	Pageants And Pastimes (Color)	F	13m.	3967
7511	(Apr.)	Colorado Holiday (Color)	F	10m.	
7512	(May)	Children Of The Sun (Color)		7m.	
7513	(May)	Clear The Bridge (Color)			
		One Reel			
		SEE IT HAPPEN (6)			
6401	(Apr.)	Accent an Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3631
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3695
5411	(Apr.)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug.)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept.)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
5505	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish	G	7m.	3989
5509	(Apr.)	Little Roquefort In No Sleep For Percy	F	7m.	3991
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan.)	The Helicopter	F	7m.	3683
5406	(Feb.)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3682
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3727
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland	F	6m.	3946
5504	(Feb.)	Swooning The Swooners	G	7m.	3955
5506	(Mar.)	Gandy Goose In It's All In The Stars	G	7m.	3959
5508	(Apr.)	The Two-Headed Giant	F	7m.	3967

United Artists

SPORTS SPECIAL

	Marciano-Charles Fight	G	21m.	3848
	Marciano-Cockell Fight	G	21m.	3973

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

1301	(Nov. 29)	Champ Butler Sings	G	15m.	3893
1302	(Dec. 30)	Road Shaw	G	15m.	3893
1303	(Jan. 17)	The Robins Sing	G	15m.	3925
1304	(Feb. 14)	Keep It Cool	F	16m.	3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m.	3925
1306	(Apr. 11)	Strictly Informal	G	16m.	3925
1307	(May 16)	Girl Time	G	16m.	3982
1308	(June 20)	Webb Pierce And His Wonderin' Boys	F	16m.	3973
		SPECIALS			
1201	(Nov. 12)	A Gift From Dirk	G	19m.	3893
		(1954-55)			
1300	(Mar. 15)	A World Of Beauty	G	17m.	3925
		King's Secret, The (Color)	E	16m.	3982
		One Reel			
		VISTARAMA SPECIAL (CinemaScope and other aspect ratios) (Eastman Color)			
	(Nov.)	Speed Sub-Zero	G	9½m.	3874
	(Mar. 28)	Fortress Of Freedom (Tech) (SS)	E	10m.	3967
		COLOR PARADES			
1381	(Feb. 28)	Dust Eaters	E	9½m.	3947
1382	(Mar. 21)	Moose Country	F	9½m.	3967
1383	(Apr. 25)	White Magic	G	9m.	3967
		WALTER LANTZ CARTUNES (13) (Technicolor)			
1321	(Dec. 20)	I'm Cold	G	6m.	3894
1322	(Jan. 17)	Helter Shelter	G	6m.	3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m.	3926
1324	(Mar. 14)	Witch Crafty	F	6m.	3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m.	3926
1326	(May 9)	Private Eye Pooch	G	6m.	3947
1327	(June 6)	Sh-h-h-h	E	6m.	3966
1328	(July 4)	Bedtime Bedlam	G	6m.	3973
1329	(Aug. 1)	Paw's Night Out	G	6m.	3982
		WALTER LANTZ CARTUNES (Reissues)			
1351	(Feb. 21)	The Band Master	G	7m.	3946
1352	(Mar. 28)	The Mad Hatter	G	7m.	3955
1353	(Apr. 25)	Banquet Busters	G	7m.	3959
1354	(May 30)	Kiddie Koncert	G	7m.	3982
1355	(June 27)	Pixie Picnic	G	7m.	3982
1356	(July 25)	Wacky Bye Baby	G	7m.	3983
		VARIETY VIEWS			
1341	(Dec. 27)	Trouble Bruin	G	9m.	3926
1342	(Jan. 31)	Little Lost Scent	F	9m.	3947
1343	(Apr. 11)	Whatever Goes Up	G	9m.	3967
1344	(.....)	Minute Men	E	9m.	3991

Warners

SPECIALS (12) (Technicolor)

2001	(Sept. 11)	Gay Parisian	E	20m.	3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Twa (WarnerColor)	G	17m.	3865
2003	(Nov. 6)	Mariners Ahoy	G	17m.	3880
2004	(Jan. 8)	Where Winter Is King	G	17m.	3918
2005	(Dec. 4)	Bill Of Rights	G	22m.	3899
2006	(Feb. 5)	Beauty And The Bull	E	17m.	3933
2007	(Mar. 5)	Mississippi Traveler (Warner Color)	E	17m.	3946
2008	(Apr. 9)	Old Hickory	E	17m.	3966
2009	(Aug. 13)	Festival Days			
2010	(May 28)	Wave Of The Flag	E	19m.	3982
2011	(June 18)	The Adventure Of Alexander Selkirk			
2012	(July 16)	Uranium Fever			
		CLASSICS OF THE SCREEN (6)			
2101	(Sept. 25)	Wells Fargo Days	F	20m.	3842
2102	(Nov. 20)	Camera Hunting	G	19m.	3880
2103	(Jan. 22)	Three Cheers For The Girls			
2104	(Mar. 26)	When The Talkies Were Young	E	17m.	3953
2105	(May 14)	At The Stroke Of Twelve	F	20m.	3981
2106	(July 2)	The Glory Around Us			
		One Reel			
		BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)			
2301	(Sept. 11)	Rhapsody In Rivets	E	7m.	3842
2302	(Oct. 16)	Inki At The Circus	F	7m.	3842
2303	(Nov. 6)	Foxy Duckling	G	7m.	3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m.	3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m.	3888
2306	(Feb. 5)	Back Alley Oproar	F	7m.	3939
2307	(Feb. 26)	You Were Never Duckier	G	7m.	3947
2308	(Apr. 2)	House Hunting Mice	F	7m.	3966
2309	(Apr. 23)	Crowing Pains	F	7m.	3966
2310	(June 4)	Hop, Look, And Listen	F	7m.	3982
2311	(June 25)	Tweetie Pie	E	7m.	3983
2312	(July 23)	Gaofy Gophers			
2313	(Aug. 20)	What's Brewin' Bruin			
		BUGS BUNNY SPECIALS (8) (Technicolor)			
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m.	3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m.	3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m.	3933
2726	(Mar. 26)	Sahara Hare	G	7m.	3947
2727	(May 7)	Hare Brush	G	7m.	3982
2728	(June 11)	Rabbit Rampage			
2729	(July 9)	This Is A Life?			
2730	(Aug. 27)	Hyde And Hare			
		JOE McDOAKES COMEDIES (6)			
2401	(Oct. 30)	So You're Taking In A Roomer	F	10m.	3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m.	3900
2403	(Jan. 29)	So You Don't Trust Your Wife	F	10m.	3919
2404	(Mar. 12)	So You Want To Be A Gladiator	F	10m.	3947
2405	(May 7)	So You Want To Be On A Jury	F	10m.	3983
2406	(Aug. 27)	So You Want A Madel Railroad			
		MELODY MASTER BANDS REISSUES (6)			
2801	(Sept. 4)	Melody Of Youth	G	10m.	3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m.	3843
2803	(Jan. 1)	South American Sway	F	9m.	3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m.	3900
2805	(June 11)	U. S. Service Bands			
2806	(Apr. 16)	The Playgirls	G	10m.	3967
		MERRIE MELODIES (22) (Technicolor)			
2701	(Sept. 4)	Gone Batty	G	7m.	3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m.	3866
2703	(Oct. 2)	By Ward Of Mouse	F	7m.	3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m.	3880
2705	(Oct. 30)	Quack Shot	G	7m.	3880
2706	(Nov. 27)	My Little Duckaroo	G	7m.	3880
2707	(Dec. 11)	Sheep Ahoy	G	7m.	3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m.	3909
2709	(Jan. 15)	Feather Dusted	F	7m.	3909
2710	(Jan. 29)	Pests For Guests	G	7m.	3909
2711	(Feb. 19)	All Fowled Up	F	7m.	3933
2712	(Feb. 26)	Stork Naked	G	7m.	3933
2713	(Mar. 12)	Lighthouse Mouse	G	7m.	3947
2714	(Apr. 2)	Sandy Claws (Meadow)	G	15m.	3873
2715	(Apr. 16)	The Hole Idea	E	7m.	3966
2716	(Apr. 30)	Ready, Set, Zoom	G	7m.	3966
2717	(May 21)	Past Perfumance	E	7m.	3982
2718	(June 4)	Tweety's Circus	F	7m.	3982
2719	(June 25)	Lumber Jerks			
2720	(July 23)	Double Or Mutton			
2721	(Aug. 6)	Jumpin' Jupiter			
2722	(Aug. 20)	A Kiddie's Kitty			
		THE SPORTS PARADE (10) (Technicolor)			
2501	(Sept. 18)	Circus On Ice	F	10m.	3844
2502	(Oct. 23)	Hatteras Honkers	F	10m.	3866
2503	(Dec. 11)	Rodeo Roundup	F	10m.	3900
2504	(Jan. 15)	Silver Blades	G	10m.	3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m.	3934
2506	(Mar. 19)	Football Royal	G	10m.	3967
2507	(May 21)	Riviera Revelries	G	10m.	3983
2508	(Apr. 23)	Rocky Mountain Big Game	F	10m.	3967
2509	(July 9)	Italian Holiday			
2510	(Aug. 6)	Aqua Queens			
		WARNER VARIETIES (7)			
2601	(Oct. 2)	This Mechanical Age	G	10m.	3866
2602	(Nov. 13)	Ski Flight	F	9m.	3888
2603	(Dec. 25)	Bit Of The Best	G	10m.	3900
2604	(Mar. 19)	Those Exciting Days	G	10m.	3947
2605	(Apr. 30)	Fire, Wind, Flood	E	9m.	3967
2606	(June 18)	Some Of The Greatest			
2607	(July 30)	Gadgets Galore			

Miscellaneous

Alien Orders (COI)	F	10m.	3857
Arizana Sheepdog (Technicolor) (BuenaVista-Disney)	E	21m.	3989
Barber Of Seville, The (Color) (Filmeco)	G	26m.	3959
Britain's Choice (BIS)	G	13½m.	3989
Chevalier de Menilmontant (Burstyn)	G	14m.	3873
Churchill, Man Of The Century (BIS)	G	20m.	3953
Composers In Clay (United World)	G	22m.	3856
Formosa: The Guarded Island (Film Renters)	G	18m.	3953
Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
Henri De Taulouse Lautrec (Pictura)	F	17m.	3856
Herman Melville's Moby Dick (Calor) (Busstyn)	E	30m.	3981
Highland Journey (Technicolor) (BIS)	E	24m.	3989
Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
Lesson In Anatomy, A (IFE)	F	11m.	3849
Light And Mankind (Technicolor) (Baker-Brill)	E	9m.	3982
Lost Paradise, The (Pictura)	G	11m.	3857
Miracle in Music, A (American)	G	8m.	3900
Moving Spirit, The (Tech) (Kingsley-Int.)	E	17m.	3953
Mystery Of Leonardo, The (IFE)	F	10m.	3848
New Van Gogh, The (IFE)	G	15m.	3856
Paul Gauguin (Pictura)	G	13m.	3848
Queen's Colors, The (McDonald)	E	17m.	3918
Queen's Navy, The (BIS)	G	20m.	3989
Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
Romantic Youth (Burstyn)	F	15m.	3865
Siam (Buena Vista) (Technicolor)	E	32m.	3918
Songs Of The Russian Land (Sovcolar) (Artkino)	F	41m.	3841
Story of Light, The (Color) (Bondy)	E	9m.	3866
Switzerland (Technicolor) (Cinema-Scope) (Buena Vista)	E	32m.	3959
Third Avenue El (Color) (Ardee)	F	12m.	3973
Thursday's Children (BIS)	E	20m.	3953

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JUNE	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**	**JUNE**
Finger Man F. Lovejoy, P. Castle	**A Prize Of Gold** R. Widmark, M. Zetterling, N. Patrick (Technicolor)	**King Dinosaur** B. Bryant, W. Curtis	**Love Me Or Leave Me** D. Day, J. Cagney (Technicolor) (CinemaScope)	**The Far Horizons** F. MacMurray, C. Heston, D. Reed (Technicolor) (VistaVision)	**Son Of Sinbad** D. Robertson, S. Forrest, V. Price, L. St. Cyr (Technicolor) (SuperScope)	**Double Jeopardy** R. Cameron, G. Robbins	**The Magnificent Matador** M. O'Hara, A. Quinn (Technicolor) (CinemaScope)	**The Big Bluff** J. Bromfield, M. Vickers, (Wilder)	**This Island Earth** J. Morrow, F. Domergue, R. Reason (Technicolor)	**The Sea Chase** J. Wayne, L. Turner, D. Farrar (WarnerColor) (CinemaScope)
Lord Of The Jungle J. Sheffield, W. Morris, N. Gates	**5 Against The House** G. Madison, K. Novak, B. Keith		**Moonfleet** S. Granger, V. Lindfors, G. Sanders (Eastman Color) (CinemaScope)	**Hell's Island** J. Payne, M. Murphy, F. L. Sullivan (Technicolor) (VistaVision)	**Wakamba** E. M. Queeny African Documentary (Technicolor)	**The Road To Denver** J. Payne, M. Freeman, L. J. Cobb (Trucolor)	**Soldier Of Fortune** C. Gable, S. Hayward (DeLuxe Color) (CinemaScope) (Made in Hong Kong)	**The Sea Shall Not Have Them** M. Redgrave, D. Bogarde, (English-made) (Angel)	**Abbott and Costello Meet The Mummy** B. Abbot, L. Costello, M. Windsor	**Tall Man Riding** R. Scott, D. Malone, P. Castle (WarnerColor)
	The Petty Girl **They All Kissed The Bride** (Reissues)				**Big Street** (Reissue)	**City of Shadows** V. McLaglen R. Crowley	**The Seven Year Itch** M. Monroe, T. Ewell (Color by DeLuxe) (CinemaScope)	**Summertime,** K. Hepburn, R. Brazzi, (Technicolor) (Made in Italy) (Lopert) **Break To Freedom** A. Steel, J. Warner (English-made) (Angel)	**The Man From Bitter Ridge** L. Barker, M. Corday, S. McNally (Eastman Color)	
JULY	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**	**JULY**
Wichita J. McCrea, V. Miles, L. Bridges	**It Came From Beneath The Sea** K. Tobey, F. Domergue, D. Curtis	**The Lonesome Trail** W. Morris, J. Agar, M. Dean, E. Buchanan	**Interrupted Melody** E. Parker, G. Ford (Eastman Color) (CinemaScope)	**The Seven Little Foys** B. Hope, A. Clark G. Tobias (Technicolor) (VistaVision)	**Pearl Of The South Pacific** V. Mayo, D. Morgan D. Farrar (Technicolor) (Superscope)	**Lay That Rifle Down** J. Canova, R. Lowery	**A Life In The Balance** R. Montalban, A. Bancroft, L. Marvin (Made in Mexico)	**Othello** O. Welles, S. Cloutier, M. MacLiammoir (Made in Europe) (Welles)	**Ain't Misbehavin'** R. Calhoun, P. Laurie, J. Carson (Technicolor)	**Land Of The Pharaohs** J. Hawkins, J. Collins (WarnerColor) (CinemaScope)
Case Of The Red Monkey R. Conte, R. Anderson, R. Napier (English-made)	**Creature With The Atom Brain** R. Denning, A. Stevens		**The Cobweb** L. Bacall, C. Boyer, R. Widmark (Eastman Color) (CinemaScope)			**Mystery Of The Black Jungle** L. Barker, J. Maxwell	**The Living Swamp** Okenfenokee Swamp nature study (DeLuxe Color) (CinemaScope)	**Not As A Stranger** R. Mitchum, O. DeHavilland, F. Sinatra, G. Grahame (Kramer)	**Foxfire** J. Chandler, J. Russell, D. Duryea (Technicolor)	**The Dam Busters** R. Todd, M. Redgrave (English made)
Spy Chasers L. Gorcey, H. Hall, L. Davis	**Chicago Syndicate** D. O'Keefe, A. Lene, P. Stewart, X. Cugat & Orch.		**The Wizard Of Oz** Re-issue			**The Green Buddah** W. Morris M. Germaine (English-made)	**How To Be Very, Very Popular** B. Grable, R. Cummings, S. North (DeLuxe Color) (CinemaScope)		**The Purple Mask** T. Curtis, C. Miller, D. O'Herlihy (Technicolor) (CinemaScope)	**Mister Roberts** H. Fonda, J. Cagney, B. Palmer (WarnerColor) (CinemaScope)
						Magic Fire Y. DeCarlo, C. Thompson, R. Gam, V. Cortese (Trucolor)	**House Of Bamboo** R. Stack, S. Yamaguchi, R. Ryan (DeLuxe Color) (CinemaScope) (Made in Japan)			
AUGUST	**AUGUST**	**AUGUST**	**AUGUST**	**AUGUST**	**AUGUST**	**AUGUST**	**AUGUST**	**AUGUST**	**AUGUST**	**AUGUST**
The Warriors E. Flynn, J. Dru, P. Finch (Technicolor) (CinemaScope)		**Simba** D. Borgarde (Eastman Color)	**The King's Thief** E. Purdom, A. Blyth, D. Niven (Eastman Color) (CinemaScope)	**We're No Angels** H. Bogart, A. Ray, P. Ustinov, J. Bennett (Technicolor) (VistaVision)		**The Last Command** S. Hayden, A. M. Alberghetti, R. Carlson (Trucolor)	**The Left Hand Of God** H. Bogart, G. Tierney, L. J. Cobb (Color) (CinemaScope)		**One Desire** A. Baxter, R. Hudson, J. Adams (Technicolor)	**Target Zero** R. Conte, P. Castle
Women's Reformatory C. Matthews, P. Knudsen, B. Michaels, T. Drake			**The Scarlet Coat** C. Wilde, M. Wilding, G. Sanders, A. Francis (Eastman Color) (CinemaScope)	**You're Never Too Young** D. Martin, J. Lewis, D. Lynn (Technicolor) (VistaVision		**Flame Of The Islands** Y. DeCarlo, H. Duff, Z. Scott (Trucolor)	**The Virgin Queen** B. Davis, R. Todd, H. Marshall (Color by DeLuxe) (CinemaScope)		**The Private War Of Major Benson** C. Heston, J. Adams, A. Demarest (Technicolor)	**Pete Kelly's Blues** J. Webb, P. Lee, E. O'Brien (Technicolor) (CinemaScope)
						Twinkle In God's Eye M. Rooney, C. Gray, H. O'Brian			**Francis In The Navy** D. O'Connor, M. Hyer	
						Cross Channel W. Morris, Y. Furneaux				
						The Divided Heart C. Borchers, Y. Mitchell, A. Dahlen				

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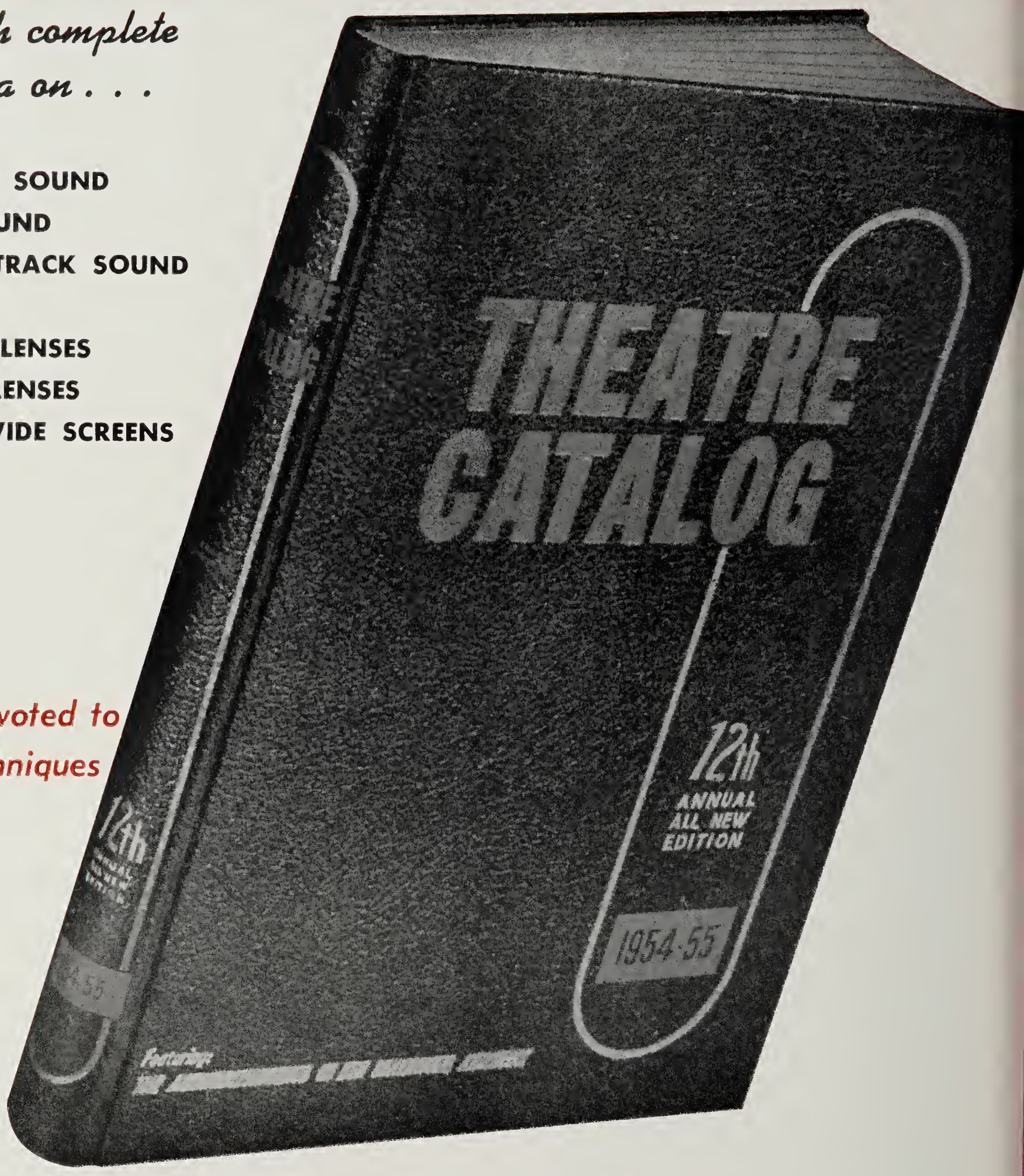

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EXHIBITOR

JULY 13, 1955 VOLUME 54 NUMBER 11

IN TWO SECTIONS • THIS IS SECTION ONE

"Mrs. Looram Has Her Say"

(editorial)

Mass. Sunday Censors Voided

(page 7)

AND FEATURING: THE SERVISECTION

Rube Shor, president, National Allied, revealed last week that the group's plan to seek federal control hinges on the forthcoming report on meetings with distributors, which were concluded with UA officers.

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MOTION PICTURE

EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

JULY 13, 1955
VOLUME 54 NUMBER 11

MRS. LOORAM HAS HER SAY

NOT THROUGH FEAR of the "action" threatened in the first paragraph, but in order to be completely fair to both Mrs. Looram and to our readers, we are reprinting verbatim the three and one half page letter on the official stationery of the National Legion of Decency and signed by Mary Hardin (Mrs. James F.) Looram in her capacity as chairman, Motion Picture Department, I.F.C.A., under date of June 29, 1955, which we received recently.

"Dear Mr. Emanuel:

"The actionable editorial which you published in your magazine under the date of June 1st has come to my attention and I am asking you to give equal space and prominence to my answer.

"In the first place, may I state that your editorial shows an appalling lack of information and understanding of the 'modus operandi' of the Legion of Decency and of the qualifications, training and experience of its reviewers, who operate under the direction of the Motion Picture Department of the International Federation of Catholic Alumnae.

"As their Chairman for more than twenty-five years and as an Executive in the National Office of the Legion for the past twenty years, I am responding to your captious diatribe which you facetiously call 'advice.'

"Resorting to ridicule rather than reason, you have passed judgment upon the training, qualifications and experience of our review group while you evidence little knowledge of the criteria of moral judgment applied to entertainment motion pictures.

"Can one judge the efficiency of the Legion of Decency's reviewers without being a member of the executive staff or the Catholic Hierarchy whom they serve?

"You question the training and impugn the experience of a group of women who for more than twenty-five years have constituted the official reviewing group of the Legion of Decency. These women, on a voluntary basis, without remuneration, have been chosen because of their specific qualifications and special ability in applying principles of objective morality to entertainment motion pictures.

"Under the guidance of experts in the field of morality and decency, these reviewers continue their training many years after they have finshed their college courses in philosophy and ethics.

"Traditional standards of morality upon which the sanctification of the individual, the sacredness of the home and the ethical foundation of civilization necessarily depend—are the yardstick we use.

"The reviewer does not evaluate the technical, artistic or entertainment value of the films (unless she is a professional critic as some of our reviewers are). They recognize and appreciate the truly great films which have come to the screen and admit that there have been many of them—in fact, far in the majority. However, they are deeply concerned about that percentage of films which constitutes a moral threat, especially to youth in these days of increased juvenile delinquency.

"Our reviewers check on the morality of the theme of the film—the decency of treatment and note in cases of portrayal of evil whether there are any voices of morality to make articulate the moral principles involved in the issue being dramatized.

"Our reviewers recognize, diagnose and object to the vivous cancer of suggestiveness, casual acceptance of divorce, excessive brutality and condonations of immorality—including perversion, such as incest, lesbianism and other eroticisms. They are just as quick to note the last minute pay-off which is a stupidly unconvincing and ineffectual routine. Some of Hollywood's best overseas markets have voiced the same objections recently.

"Our reviewers' acquaintance with the rules embodied in the Ten Commandments is more than a conventional bow. They also can detect a Code violation as quickly as a member of the Code Administration.

"Our reviewers are dedicated to a cause which in its final analysis should be your cause as an exhibitor—for in the past they have learned with few exceptions—that *Decency* means *Dollars* and *Dirt* means *Deficits.*

"Your fatuous reference to the reviewers 'tittering over problems' sounded like the prating of a high school columnist who feared some one might not read his column if he failed to use the old 'ad hominem' technique.

"Women who devote four and five days per week to the serious review of motion pictures have little time left for small talk at 'bridge clubs.' During the past two years, particularly with the increase in the number of films which have passed through the Code without the Code passing through them, the reviewers have even less time for an occasional game of bridge.

"When essential safeguards against indecency and the glorification of evil are weakened, there is only one direction in which the films move—and it is not *upward.*

"Your reference to the film 'jockeyed by an expert' which contained vulgar gestures which were passed by 'the ladies' was an ungrounded statement. By your own admission the film was classified as B-Morally Objectional in Part for All. Does

(*Continued on page 5*)

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She was
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to care where she found it!

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JEFF CHANDLER

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with

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Directed by JOSEPH PEVNEY • Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS • Produced by ALBERT ZUGSMITH

Universal International

Editorials

(*Continued from page 3*)

that indicate that the reviewers were napping? Some of the executives in the motion picture industry can testify to the alert and vigilant training of the women reviewers in this respect.

"There is no denying the fact that foreign films, both quantitively and qualitatively, contain a much higher percentage of objectionable material than our Hollywood pictures, but the old maxim 'noblesse oblige' would prompt us to expect more of the American motion picture industry which has boasted, on more than one occasion, of its excellent system of self-regulation.

"I am glad that you recommend a small compact committee of clergy from parish fields who are so well qualified for review work. Indeed, they are eminently qualified and have contributed their services in conjunction with our women reviewers ever since the inception of the Legion of Decency. Mr. Emanuel, where have you been?

"Like our reviewers, they are realists. Perhaps a different sort than you had in mind for they know that the term realism covers a multitude of sins. Under the pretext of realism the public has served up to it tidbits of juicy scandal, the rare and raw morsels of pornography, and the sweepings of the gutter in both story and film fare.

"You intimate in your last paragraph of the June 22nd editorial that the Legion of Decency reviewers should not be granted the privilege of reviewing films in the projection rooms of the various motion picture companies. This is a matter upon which the film companies evidently think differently than you, Mr. Emanuel. For twenty years, the motion picture companies have extended the reviewers of the Legion every courtesy in this regard. If this were not the case, how could our women rewiewers and our clerical reviewers evaluate and classify product in advance of their exhibition?

"It would be interesting to know how you picked upon the nnmber of 3-73 reviewers. We usually have not less than five or more than a dozen reviewers at each preview.

"Since reading your more recent attack in your June 22nd issne, I should like to point up the difference between your trade press reviewers and ours.

"1. Your reviewers criticize only the artistic, entertainment and technical qualities of films. Our reviewers evaluate *only* from the moral point of view.

"2. Your reviewers are paid workers. Our reviewers are volunteers.

"3. You consider your reviewers experienced and trained after three years. The training of our reviewers, under the executive staff of the Legion, continues year in and year out, making them highly skilled and sufficiently proficient to evaluate motion pictures from the moral point of view.

"Expecting that you will give equal prominence and equal space to this clarification of the qualifications, training and experience of the Legion of Decency review group. I am"

While this letter seems to say very little of a positive nature that can be answered, and seems to confine itself to obvious diatribes, platitudes, and repeated statements unsupported by proofs of any sort, its extreme length alone would place serious space limitations on any answer. As a matter of fact, many of the answers that could be made lie in the not-referred-to portions of the very editorials of ours to which Mrs. Looram takes exception. Is it possible that she missed entirely their point?

Stated as simply as we know how, for the benefit of Mrs. Looram or anyone else who is interested, here is our position:

We share the Legion of Decency's objectives for cleanliness, morality and good taste in motion pictures. We do not share the Legion of Decency's obvious regard for its "volunteer" viewing committees of ladies, however able "in applying prineiples of objective morality," and we believe they are unfair to the industry: (a) if their members remain anonymous; (b) if their training and qualifications remain unknown; (c) if their numbers fluctuate, as they do, far beyond the "dozen" to which Mrs. Looram admits; (d) if they are itinerant to the place of seldom seeming familiar; (e) if they "view" on occasion without the presence of even one clergyman to serve as a guide or monitor; or (f) if they use the "viewing" as an occasion for entertaining their husbands or menfolk. And we do not share the Legion of Decency's belief that permanent good can come from "footsy" cutting and repairing jobs at the release level, regardless of how expert.

As a motion picture theatre paper, serving nearly 10,000 showmen across the United States and Canada, we expect to have more to say on the above subjects from time to time. And we expect to say it.

Should what we have to say make otherwise nice "volunteers" go just a little bit frantic and "girlie," we can be sorry, but we suppose it is only what can be expected.

A BOW TO NICK SCHENCK

With all of the fuzzy-brained thinking, and split-tongued talking, that has been going on about TV, so that you sometimes wonder whether some TV executives are frustrated film producers or whether some film producers are frustrated TV executives, it is refreshing to note the following very direct and positive statement from Nicholas M. Schenck, president, Loew's, Inc., parent company for MGM, and one of the wisest veterans that this industry has produced.

Announcing that MGM would produce a half-hour weekly TV program titled "The MGM Parade" starting next fall, Schenck said his studio was not overlooking the interests of theatre operation by entering TV. He further commented:

"Here at MGM we have made a study of television and have in mind the point of view of motion picture exhibitors. We are now evolving a type of program which will be good popular entertainment and will serve the mutual interests of our customers (exhibitors and theatre operators) and ourselves. A portion of our 'MGM Parade' will be devoted to information about the studio's forthcoming pictures to be played exclusively in motion picture theatres."

Thank you, Mr. Schenck! The title of "THE FRIENDLY COMPANY" was no accident!

Jay Emanuel

CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Sidney B. Lust, prominent Washington circuit owner, dies at 71 (page 6).

Distribution

MGM executives meet to plant feature promotion (page 7).

UA sets sales meet in Tokyo (page 7).

Walter Mirisch reveals AA release plans (page 11).

U-I announces drive winners (page 11).

Exhibition

Rank Organization takes over additional English theatre interests (page 7).

20th-Fox acquires South African theatres from Schlesinger Circuit (page 11).

Financial

Technicolor earnings rise; Dr. Herbert T. Kalmus' pact with firm is extended (page 10).

Investment firm sees a boom in the future for 20th-Fox (page 10).

Loew's earnings rise is forecast (page 11).

International

Change in sales tax application brings increase in Canadian film production; Sunday films for Ontario are back in the news (page 14).

Bids for Mexican films from 20 foreign firms reported (page 14).

Legal

Times Films challenges Chicago censorship law (page 10).

Legislative

Ohio's Governor Lausche comes out in favor of prior film censorship (page 6).

Massachusetts' Sunday censorship law is declared unconstitutional (page 7).

President signs new anti-trust bill providing uniform statute of limitations (page 11).

FCC extends toll-TV reply deadline; new firm asks licensing (page 20).

Mel Konecoff

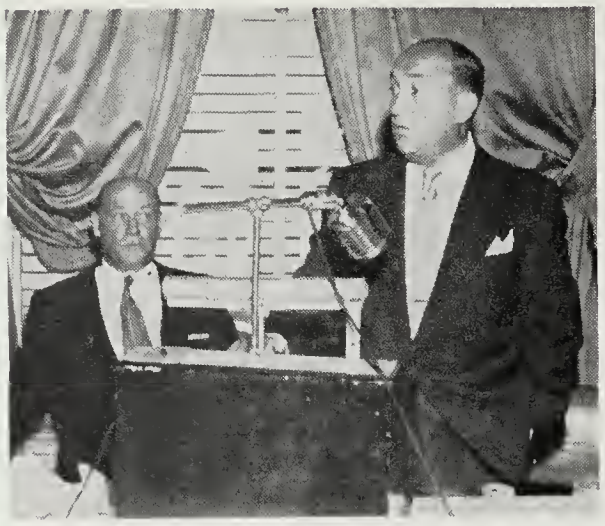
Harry Brandt returns from Europe and urges exhibitors to support foreign production; Variety Club adjourns meetings for the summer with Warren Hull as final guest; and other metropolitan happenings are discussed (pages 6 and 22).

Organizations

Allied EDC plans action following report on meetings with distributors (page 7).

COMPO ad in Editor and Publisher calls Audience Award Poll a newspaper natural (page 20).

Texas COMPO acts to avert threatened film shortage (page 22).



Elmer Rhoden, president, National Theatres, and president, National Awards Poll, and Harry Brandt, President, ITOA, are seen at the recent Sheraton Astor Hotel meeting for the New York exchange area for the COMPO Audience Awards.

NEW YORK
By Mel Konecoff

PRODUCT AND PLAYOFF: Harry Brandt, prominent exhibitor and president, ITOA, recently returned from a six-week tour of Europe with the plea for American exhibitors to encourage foreign producers via increased playing time and bookings. Brandt felt that the product for the most part, especially that which was dubbed into English or that which was recorded in English, was particularly desireable in these days of picture shortages.

KONECOFF

Producers in England, France, and Italy stand ready to turn out bigger and better product with plenty of money available if exhibitors here show them the slightest encouragement. They stand prepared to dub or to produce dual versions in English given the okeh by exhibitors. Brandt reported that his circuit has played much of the foreign-made product with some good results, and exhibitors should realize that there is a great potential here given the proper promotion, publicity, and advertising similar to that given American-made films or to those made by American producers abroad, which are readily accepted by many exhibitors in this country.

He saw several productions while touring the countries and purchased the American and Canadian rights to the French film, "Stopover At Orly," on behalf of Trans-Lux Pictures. This may be offered to DCA for distribution after dubbing. He has deals pending for two others, the German-made "Ludwig" in Technicolor and the Italian-made "Lastrada," both of which would be widely accepted by the public, he predicted.

Brandt reported that pictures of any origin were doing sensational business wherever he went, as was Cinerama, and that there is little TV in either Italy or France.

(*Continued on page* 22)

BROADWAY GROSSES

(As of this Monday)

"Stranger" Hot As Weather

NEW YORK—Despite the prolonged heat wave, the Broadway first-runs, for the most part, continued with satisfactory grosses last weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**We're No Angels**" (Paramount). Paramount claimed $55,000 for the opening week.

"**Lady And The Tramp**" .(Disney-Buena Vista). Roxy reported $29,000 for Thursday through Sunday, with the third week dropping to $45,000.

"**Love Me Or Leave Me**" (MGM). Radio City Music Hall, with stage show, garnered $75,000 for Thursday through Sunday, with the eighth and last week sure to tally $125,000.

"**The Seven Little Foys**" (Paramount). Criterion was heading toward a satisfactory $40,000 second week.

"**Not As A Stranger**" (UA). Capitol claimed $75,000 on the second week.

"**Davy Crockett, King Of The Wild Frontier**" (Disney-Buena Vista). Globe was down to $8,700 on the seventh and last week.

"**House Of Bamboo**" (20th-Fox). Mayfair did a quick drop to $17,000 for the second week.

"**Summertime**" (UA). Astor held at $40,000 on the third week.

"**The Shrike**" (U-I). Victoria opened to a $30,000 first session.

"**The Seven Year Itch**" (20th-Fox). Loew's State looked for the sixth week to hit $26,000.

Lausche Asks For Censorship

COLUMBUS, O.—In signing into law a bill banning obscene movies and comic books, Governor Frank Lausche said last week that the Ohio Legislature "erred greviously" in failing to enact a prior censorship law, asserting that the arguments of censorship opponents are "plain balderdash."

The Governor went on to remark that "expert constitutional lawyers helped to prepare the bill, and did so with complete knowledge of requirements laid down by the U. S. Supreme Court." He said that it is his hope that the legislators will reconsider the situation and enact a censorship law in the next session, admitting that the current law will be of some help to curb "evil influence" on morality of certain media, but that it can accomplish little compared to what an adequate censorship law would.

Sidney B. Lust Dies

WASHINGTON—Suffering a heart attack, Sidney B. Lust, 71, local circuit owner, died at his summer home at Dare Beach, Md.

Lust started in show business half a century ago as a stagehand in New York and eventually became operator of 11 theatres in Maryland and Virginia.

He went to Washington in 1914 as partner with Warners in a film exchange. Lust later went into business for himself and bought and sold independent films in West Virginia, Maryland, Delaware, Virginia, and the District of Columbia.

Mass. Sunday Censors Unconstitutional

State Supreme Court Voids Law In Effect Since 1908; Decision May Also Affect Acting Weekday Censorship

BOSTON—The Sunday censorship law regarding motion pictures, which has been on the books since 1908 in the Commonwealth of Massachusetts, was declared unconstitutional and void last week in a unanimous decision of the Supreme Judicial Court of Massachusetts. The opinion was written by Judge Raymond S. Wilkins.

In May of this year, the full bench of the Supreme Judicial Court heard the arguments of counsel in two censorship cases, William Conant Brewer, Jr., of the legal firm of Peabody, Koufman and Brewer, represented the Brattle, Cambridge, while Alfred Albert, Albert, Albert and Tyber, represented the Times Film Corporation of New York. Also arguing for Times Films was Felix Bilgrey, New York firm of Bilgrey and Levenson. The counsel was seeking a declaratory judgment on the constitutionality of the Sunday licensing law. In this state, prior to the opinion handed down today, the Commissioner of Public Safety had the authority to pass on all films before granting Sunday licenses to exhibitors.

Brewer represented the owners of the Brattle, Cyrus Harvey, Jr., and Bryant Haliday, who had applied three times in vain to the Commissioner for a Sunday license to show the Swedish film, "Miss Julie." The film had been passed for weekday showings by local censors but had been refused a Sunday license. The case was brought before the Middlesex Superior Court (a lower court), and the Commissioner's rights were upheld. An appeal was taken to the Supreme Judicial Court. In his argument, Brewer stated that the Massachusetts statute was a prior restraint on freedom of speech in the form of motion pictures, and was therefore invalid under the first and 14th amendments. In the unanimous opinion of the bench, Judge Wilkins wrote, "The present controversy concerns exhibitions on only one day a week and that day Sunday, which does not seem to alter the governing rules of law. It is unthinkable that there is a power, absent as to secular days, to require the submission to advance scrutiny by governmental authority of newspapers to be published on Sunday, of sermons to be preached on Sunday, or public addresses to be made on Sunday." He also added that, in the Court's opinion, the issues are similar to those in the Burstyn case as handed down by the United States Supreme Court in which that court held that motion pictures were entitled to the protection which the Constitution extends to free speech and free press.

Although the decision of Judge Wilkins is limited to Sunday censorship only, a somewhat similar statute which authorizes censorship on weekdays by local groups may be affected by this decision.

Rank Group Expands British Theatre Interests

LONDON—Continuing its expansion throughout the United Kingdom, the J. Arthur Rank Organization has taken over additional theatre interests, with the acquisition of the Regal, Newcastle, and the Regal, Sunderland, both of which are good-size houses. Earlier this year, JARO took over seven situations in Scotland and 11 in Northern Ireland. At the same time, a company spokesman revealed that the Gaumont, in the London vicinity, closed for 10 years because of bomb damage, will be reopened this month. The Gaumont is one of the most modern and luxurious theatres in the south London area, equipped with anamorphic lenses, wide-screen, CinemaScope, and Vista-Vision.

MGM Executives Meet

NEW YORK—Home office and studio executives of MGM began conferences in Hollywood last week to discuss promotional and distribution plans for forthcoming releases, and details about the company's recent television agreement with ABC.

Loew's International president Arthur W. Loew, with his assistant Orton H. Hicks, emplaned for the coast with Charles M. Reagan, vice-president and general sales manager, Howard Dietz, vice-president and advertising head, and Dan S. Terrell, publicity chief. Following studio meetings, they were expected to talk with Samuel Goldwyn and his staff on "Guys And Dolls" promotion.

In the Times case involving two foreign films, the French "Game Of Love" and the Swedish "One Summer Of Happiness," on which arguments were heard at the same time as the Brattle case, the full bench of the Supreme Court also held the statute unconstitutional on the same grounds as stated in the Brattle case.

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SECTION TWO

THE SERVISECTION ..... SS-1—SS-8
(The Pink Review Section)

Feature Reviews on: "Spy Chasers" (Allied Artists); "Wichita" (Allied Artists); "The Man From Laramie" (Columbia); "Pearl Of The South Pacific" (RKO); "House Of Bamboo" (20th-Fox); "Francis In The Navy" (U-I); "One Desire" (U-I); "The Private War Of Major Benson" (U-I).

Allied EDC Nears End Of Talks With Distribs

NEW YORK—There were indications last week that the National Allied Emergency Defense Committee would meet to chart a course of action following the virtual completion of meetings with individual distribution company heads.

With the exception of United Artists, the distribution conferences were completed before July 1 deadline imposed by Allied. It was announced that EDC members, who were on the joint Allied-TOA committee which met with the distributors, are currently preparing a report, but no hint was given about what decisions, if any, have been made which might govern Allied's proposed plan to seek federal legislation regulating film rentals.

The date for a meeting with United Artists executives was not set last week, but it appeared likely that it would be held in the near future.

No Federal Action Seen During Current Session

WASHINGTON—No attempt will be made during this session of Congress to secure Federal legislation regulating film rentals by the Allied States Emergency Defense Committee, it was determined last week, when committee chairman Benjamin Berger was scheduled to present his report at the July 20 directors' meeting here. Congress adjourns July 30 and, obviously, there would be insufficient time for any action approved by the board to be presented to the government. General counsel Abram Myers has, with Berger, consulted the Small Business Committees and Interstate Commerce Committees of both houses, without any definite action having been taken.

UA Sets Tokyo Convention

NEW YORK—United Artists' second convention in its worldwide series of foreign sales meetings will be launched in Tokyo on July 18 in a four-day session bringing together UA executives and representatives from 11 countries in the Far East and Australasia, it was announced last week by Arnold M. Picker, vice-president in charge of foreign distribution, who will preside.

The Tokyo conclave will be followed in September by a convention in Latin America that will assemble key sales personnel from the Central and South American countries. Max E. Youngstein, vice-president, will accompany Picker to Tokyo for conferences, mapping global sales goals for the greatest concentration of important product in the company's 36-year history.

$600,000 Suit Filed

NEW YORK—An anti-trust suit seeking $600,000 treble damages from eight majors, Fabian theatres, and SMH Amusement Corporation, was filed recently by William Infald, operating the Franklin Theatre, Nutley, N. J. The action involves film clearance.

YOU CAN'T

EVERYWHERE **IT** PLAYS, **IT**'S TREMENDOUS

AND **IT**'S GETTING BIGGER EVERY DAY

WE URGE YOU TO CHECK

ANY OF THESE SITUATIONS

AND SEE FOR YOURSELF

IT CAME FROM BENEATH THE SEA

starring

KENNETH TOBEY · FAITH DOMERGU

Screen Play by GEORGE WORTHING YATES and HAL SMITH • Technical Effects Created by RAY HARRYHAU

Produced by CHARLES H. SCHNEER Directed by ROBERT GORDON A COLUMBIA PICTURE

BEAT IT!

SAN FRANCISCO "A" Houses

SAN FRANCISCO — ***PARAMOUNT***
SAN JOSE — ***STUDIO***
BERKELEY — ***OAKS***
OAKLAND — ***T & D***

DENVER "A" Houses

DENVER — ***DENVER***
ALBUQUERQUE, NEW MEXICO — ***KIMO***
COLORADO SPRINGS — ***8th ST. Drive In***
PUEBLO — ***MESA Drive In***

LOS ANGELES "A" Houses

LOS ANGELES — ***HILLSTREET***
LOS ANGELES — ***HAWAII***
LONG BEACH — ***STATE***
LONG BEACH — ***CIRCLE Drive In***
SANTA BARBARA — ***GRANADA***
SAN PEDRO — ***WARNER***
GLENDALE — ***CAPITOL***
HUNTINGTON PARK — ***WARNER***
SAN BERNARDINO — ***RITZ***
BAKERSFIELD — ***CALIFORNIA***
PASADENA — ***HASTINGS Drive In***
PASADENA — ***UNITED ARTISTS***
SAN DIEGO — ***SPRECKLES***

SEATTLE "A" Houses

SEATTLE — ***COLISEUM***
SPOKANE — ***ORPHEUM***

PORTLAND "A" Houses

PORTLAND — ***ORPHEUM***

DETROIT "A" Houses

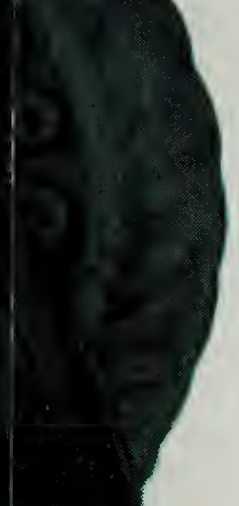
DETROIT — ***CAPITOL***
GRAND RAPIDS — ***REGENT***
SAGINAW — ***FRANKLIN***
BATTLE CREEK — ***BIJOU***
BAY CITY — ***WASHINGTON***
PONTIAC — ***STRAND***
MUSKEGON — ***MICHIGAN***
LANSING — ***GLADMER***
FLINT — ***PALACE***
JACKSON — ***CAPITOL***
KALAMAZOO — ***CAPITOL***
ANN ARBOR — ***MICHIGAN***

DES MOINES "A" Houses

DES MOINES — ***ORPHEUM***

SALT LAKE CITY "A" Houses

SALT LAKE CITY — ***LYRIC***
SALT LAKE CITY — ***AUDITORIUM Drive In***



DONALD CURTIS

utive Producer-SAM KATZMAN

Chicago Censorship Is Challenged In Suit Over Times' "Game Of Love"

NEW YORK—A basic court test of the constitutionality of the motion p cture censorship system in the city of Chicago was instituted last week by Times Film Corporation.

In an action filed in Federal Court in Chicago, Times names as defendants the city of Chicago, Mayor Richard A. Daley, and Police Commissioner Timothy J. O'Connor.

These defendants are charged with illegally withholding a permit for the exhibition of "The Game Of Love," which figured in the recent victory over censorship in Boston.

In denying Times the requested permit to show the film in Chicago, the defendants are infringing on its constitutional rights to freedom of speech and of the press and preventing it from engaging in lawful business activities in Chicago.

The legal action is being handled by Felix J. Bilgrey, Bilgrey and Levinson, Manhattan attorneys, and Abner J. Mikva, a Chicago attorney.

The proceeding has been initiated in the Federal court, they explained, and not in a state court in Illinois, because Times Film Corporation, their client, is a New York Corporation, and the defendants are Chicagoans.

On May 31 the film was rejected by letter by the censorship unit which is under the control of the Police Commissioner. The letter stated that the film was rejected because it is "not acceptable to standards of decency, with immorality featured and dialogue unfit."

At the behest of President Jean Goldwurm, Times appealed this decision to the mayor, who set aside the appeal and upheld the ruling of the censors.

Goldwurm stated that he is determined to make this a complete test of the constitutionality of the censorship set-up in Chicago and was thoroughly prepared to take the issue to the Supreme Court of the United States if necessary.

TV Film Organization Planned

NEW YORK—Plans for an unnamed TV film distributors organization were formulated last fortnight in the offices of Guild Film, when 30 representatives of every major firm in feature and syndication phases of the business get together. Dave Savage, assistant to the president, Guild, was chairman.

A steering committee, to obtain a charter and to lay down rules of procedure, was elected, with Dwight Martin general manager, General Teleradio, chairman; Ralph Cohn, Screen Gems; Frank Reel, Ziv; Savage; Lou Friedland, MCA; and J. Williams, Official. Original spadework for the new group was done by a distributor committee during the last month. The steering committee is expected to make a report within a few weeks.

The new association will have the objectives of improving trade relations and broadening and promoting the industry. There are expected to be 50 member firms.

Kalmus Technicolor Pact Extended; Earnings Increase

NEW YORK—Dr. Herbert T. Kalmus will continue as general manager of the Technicolor companies for another six years, it was revealed last fortnight following meetings of the directors of Technicolor Motion Picture Corporation and Technicolor, Inc. Kalmus has been president, as well as general manager, of the two organizations since their inception. The former firm voted also to create a new post, that of executive vice-president, to which John R. Clarke, Jr., once assistant to Kalmus, has been appointed.

Kalmus announced that the consolidated earnings of the Technicolor companies for the first half of the current year are estimated almost double those for the 1954 corresponding period, in which they were 32 cents a share. Technicolor, Inc., directors declared a dividend of 25 cents a share on the new $1 common stock, and 50 cents on the old no par common, not exchanged.

UA Suit Dismissed

NEW YORK—A suit charging breach of an option agreement in the transfer of United Artists control to the present management, headed by Arthur B. Krim, was dismissed last fortnight by New York Supreme Court Justice Jacob Markowitz. The damage action, which was brought in 1953 by the late Max Kravetz, and continued by his wife, Rina M., charged that Kravetz was party to an option agreement in 1952 calling for the sale of 90 per cent of UA stock, of which the late Paul V. McNutt, also named as a defendant, was trustee, and the option was renounced, with McNutt discontinuing any association with UA. Judge Markowitz took the position that there was insufficient cause of action.

The first bonus for the purchase of a pair of Superscope lenses, offered by Joseph Tushinsky, president, Superscope, was received recently by Max Milbauer, right, owner, Belmont Auto Drive-In, Dayton. The check for $100 is being given by Lee Heidingsfeld, RKO Cincinnati exchange. Any exhibitor, it is said, in the U. S. and Canada who purchases a pair of Superscope lenses at the regular price of $395 is eligible for the $100 bonus from Superscope, to be applied toward the booking of a Superscope print.

Investment Firm Sees 20th-Fox Boom Ahead

NEW YORK—A prediction that 20th-Fox earnings for 1955 would hit $3.50 a share, on sales of $115 million, was made last week in a bulletin published by Carl M. Loeb, Rhoades and Company, a Wall Street investment firm. In 1954, 20th-Fox grossed $3.04 a share on $115,715,815 in sales.

Looking further into the crystal ball, Loeb, Rhoades estimates earnings of about $4 a share in 1956, and approximately $4.50 in 1957, basing its opinion on several different aspects. The discovery of oil on the 280-acre Los Angeles lot is given as an important point, as it may be worth between $6 and $10 a share, and the financial position of the company is very strong also, with $27 million in cash equalling total current liabilities. Net current assets after all liabilities are $21 a share. The imminent consummation of the purchase of 140 Schlesinger theatres in South Africa will increase foreign holdings to almost 400 theatres, exclusive of an interest in British-Gaumont.

The bulletin also points to the improved 20th-Fox CinemaScope, Eidophor, and TV business. Television films, which remain the property of the company, after approximately two years of exclusive distribution by either a network or a sponsor, are available for re-run in theatres or over TV, and thus the future disposal of them represents clear profit. The Eidophor closed circuit, large screen, color TV system, the bulletin says, will eventually form a subsidiary for the company to obtain Broadway shows, sports events, and other entertainment, transmitting these spectacles to theatres. While admitting that it will take time to iron out technical difficulties and sell theatremen on the idea, Loeb, Rhoades says the possibilities of the development are immense.

USIA Film Budget Upped

WASHINGTON—Additional funds for motion picture production by the U. S. Information Bureau, the government's overseas information service, were assured last fortnight when Congress approved an appropriation bill greatly increasing funds for the agency in the fiscal year begun July 1.

The USIA was granted $85 million for its operations in the coming year, an increase of almost seven million over the amount available in the year just ended. How much of the extra funds would be channeled to film production was undetermined, but it was certain that there would be a sizeable increase over the $3,087,000 for last year, inasmuch as the agency originally requested from Congress an appropriation of $88,500,000 for this year in order to increase film funds to $4,484,000. With the compromise appropriation, probably about $4 million will be allotted for production.

Kaplan Joins Schwalberg Firm

NEW YORK— A. W. Schwalberg, president, Artists-Producers Associates, Inc., announced last fortnight the election of Murray M. Kaplan as a vice-president of the company.

President Signs New Anti-Trust Legislation

WASHINGTON—A bill passed by Congress imposing a uniform four-year statute of limitations on private anti-trust suits was signed into law last week by President Eisenhower, the result of several years effort to secure such legislation, largely by motion picture producers.

The new law will take precedence over individual state statutes, some of which permit a plaintiff to go into court as much as 12 years after the original cause of complaint arose. The majors asserted that this resulted in "forum shopping," the suitor seeking the state in which the most time and the highest hopes for success were held out. Another argument for the bill was that the film company cannot determine within in a limited and fixed period of years what the legal effect of a course of action might be.

The same bill increased the criminal penalty for anti-trust conviction from $5,000 to $50,000, a limit that had not been revised for many decades. The Hoover Commission reported unfavorably on this legislation pointing out that, among other things, companies which are likely to be involved in litigation in which they would be criminally punishable for anti-trust infraction are not, as a rule, the kind of organization to be concerned with whether a fine is $5000, $50,000, or more. Without being pushed with serious vigor, the penalty increase was passed with the statute limitation.

Loew's Earnings Rise Seen

NEW YORK—In a summary of Loew's, Inc., stock potential, the Wall Street investment firm of Hirsch and Company last week estimated that the company's earnings for the fiscal year would reach $1.50 per share, compared with $1.28 last year. The report pointed to profits of 64 cents a share for the 28-week period ended March 17, and asserted that the last half of the year would show higher revenues, noting that Standard and Poor's has contended that an increase in the 25 cent quarterly dividend is possible. According to Hirsch, new processes, higher theatre attendance, better rentals abroad, and increased production will combine to result in earnings improvement. The bulletin also mentions Loew's hidden assets of a $50 million film library, and real estate assets of approximately $100 million, which are carried on the books at a depreciated figure of around $46 million.

Clark Heads AM-PAR

NEW YORK—The corporate organization of AM-PAR Record Corporation, new phonograph record subsidiary of American Broadcasting-Paramount Theatres, Inc., has been completed with the election last week by the board of Samuel H. Clark as president. Harry Levine was elected vice-president; Simon B. Siegel, treasurer; Edith Schaeffer, secretary; and Harry J. Wright, assistant treasurer.

Leonard H. Goldenson, Robert H. O'Brien, and Siegel, respectively president, vice-president, and treasurer, AB-PT, are directors of the new company along with Clark and Levine.

Mirisch Reveals AA Release Plans, Reports Gratifying Exhib Reaction

20th-Fox Acquires African Circuit Of 150 Theatres

JOHANNESBURG, SOUTH AFRICA —Film magnate Spyros Skouras said 20th-Fox had completed a transaction to take over the major part of John Schlesinger's African Theatres organization. The Schlesinger enterprises include 150 movie houses from Capetown to Kenya, insurance companies, citrus groves, hotel chains, restaurants, and amusement parks.

Skouras' agreement with African Theatres contains a number of reciprocal arrangements. One calls for production of films in South Africa. Schlesinger now is expected to enter the television industry on a broad scale.

U-I Winners Announced

NEW YORK—Winners of the $50,000 "added" prize money in U-I's 17 weeks "Charles J. Feldman Annual Sales Drive" which concluded on May 1 were announced yesterday with 156 bookers, cashiers, office managers, salesmen, branch managers, district managers, and division managers sharing in the prizes. The drive was marked by another new high in world-wide billings.

The southern division, headed by F. J. A. McCarthy, captured first place among the divisions, with Foster M. Blake's western Division taking second.

The district supervised by Henry H. Martin, which includes the Dallas, New Orleans, Oklahoma City, and St. Louis branches, topped the districts, with second place going to James V. Frew, who supervises Atlanta, Charlotte, Cincinnati, Jacksonville, and Memphis, and third place going to P. E. Rosian's district which includes the Cleveland, Detroit, Philadelphia, and Pittsburgh branches.

The winning branch office was Seattle, managed by Arthur Greenfield. Second place among the branches was captured by Jacksonville, managed by Buford Styles; third by New Orleans, directed by C. R. Ost; fourth by Salt Lake City, headed by C. R. Wade, and fifth by Philadelphia, managed by Ed Heibere.

Century Names Officers

QUEENS VILLAGE, N. Y.—Following the annual stockholders' meeting recently, the board of directors of Century Circuit, Inc., met last week in Jersey City, N. J., to elect officers and directors.

Leslie R. Schwartz was named to the presidency of the theatre chain, with Samuel Goodman first vice-president and Andrew A. Nelson second vice-president. Martin H. Newman was elected secretary-treasurer, and Miss Dorothy B. Barko assistant secretary.

The directors, chairmaned by Henry C. Miner, Jr., are: Schwartz, Goodman, Nelson, Newman, James P. McAllister, Fred J. Schwartz, and Frank Milton.

NEW YORK—Walter Mirisch, Allied Artists' executive producer, in town for conferences with company sales executives which bring to fruition the expansion of the company and its entry into the quality field in films, reported at a press conference here last fortnight that AA stands ready to release 35 features in 1955 as well as the same number in 1956. Starting immediately, these will be released at the rate of three monthly, two of which will be higher budget features.

He reported that exhibitor reaction to the company's expansion plans has been most gratifying and that reaction has carried through on bookings for the first of the bigger releases, "Wichita," starring Joel McCrea, in Technicolor and CinemaScope, which is set for July release. Also to see release in July is "Phenix City Story," an explosive, documentary-type feature which will world premiere in Chicago. In line with garnering pre-release cooperation and space in newspapers, a special two-reel documentary short has been prepared for showing to opinion moulders, clubs, civic groups, etc., in advance of the film's playoff.

Mirisch announced, too, that in August, "The Warriors," in Technicolor and CinemaScope, starring Errol Flynn and Joanne Dru, will be released, while in September, "The Body Snatchers," starring Kevin McCarthy, will be ready for release. "Gun Point," also in CinemaScope and Technicolor, starring Fred MacMurray, Dorothy Malone, and Walter Brennan, will be ready to be shown in October. All of the features will be backed with substantial campaigns and will be heavily sold both to the trade and the public.

Getting under way immediately and until the end of the year, it is expected that between 12 to 15 features will be produced in the higher bracket class with many going in CinemaScope, the process preferred by the company. The policy of continuing to bring in better product from abroad is still in effect for release either through Allied Artists or subsidiary companies, but there is no committment as to the number of features to be released from abroad or made overseas. Mirisch anticipated concluding a number of deals with independent producers other than those mentioned like John Huston, William Wyler, and Billy Wilder. Incidentally, Wyler's first, "Friendly Persuasion," with Gary Cooper, in Technicolor and CinemaScope, is budgeted at two millions and should roll on Aug. 15 with Cooper participating in the film's profits. Wilder starts his after the first of the year, while the Huston film, "The Man Who Would Be King," has been delayed because he is still working on "Moby Dick."

SEC Asks Half-Year Reports

WASHINGTON—The Securities and Exchange Commission ruled last fortnight that financial reports from corporations will be required at the end of every six months, effective immediately, instead of on the annual basis of the past.

Dean stashes Jerry away in a girls' school to

THEIR

YOU'RE

"Sock boxoffic

"Strong

"Destined to b

"Exhibito

"Hilarious musical from produc

Produced by
Paul Jones
Directed by
Norman Taurog
Screenplay by
Sidney Sheldon
Suggested by a Play by Edward Childs Carpenter
from a Story by Fannie Kilbourne
Songs — Music by Arthur Schwartz
Lyrics by Sammy Cahn • A Paramount Release

Paramount Pictures

SUPER-SOLD-AND READ

hide him from a mad killer in—

BIGGEST MONEY-SHOW!

DEAN MARTIN and JERRY LEWIS

in

NEVER TOO YOUNG

COLOR BY TECHNICOLOR

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

CO-STARRING
DIANA LYNN
NINA FOCH
WITH
RAYMOND BURR

heir funniest!"
—Variety

oxoffice! Audiences will have a grand time."
—M. P. Herald

"Promises to equal the boxoffice success of 'Living It Up'!
—Hollywood Reporter

igh grosser. Fantastically funny."
—Film Daily

an go all the way in guaranteeing hilarious fun."
—M. P. Daily

nd director of 'Living It Up'!"
—Boxoffice

TO JOIN THOSE HOT SUMMER HITS FROM PARAMOUNT

The International Scene . . . . . .

Canada

Sales Tax Changes Spur Film Production

TORONTO—A change in the manner in which the sales tax is imposed in Canada is expected to have a great deal to do with increasing motion picture productions in this country.

Whereas formerly the sales tax of 10 per cent was imposed on the total cost of production, it is now based on 10 per cent of the total based on nine and a half cents a foot.

For example: A 22-minute, 16mm. film costing $25,000 would formerly have a sales tax of $2,500 added to the cost. However, under the new regulations, the 800-foot film would be charged $7.60 sales tax.

The footage is based on the original footage in which the production value is concentrated as distinct from release prints, the value mentioned to include sound strip, if any. No change was made in the excise tax on release prints: 10 per cent on the actual invoice to the customer. There is exemption from sales tax on any films classified as educational by the National Film Board. The new tax is applicable to both 16mm. and 35mm. black and white or color.

And coincident with the announcement by the government in the sales tax change were announcements by two motion picture producers of studio expansion plans.

In Vancouver, construction has already begun for a studio for Lew Parry Productions, Ltd. The buildings, covering about 10,000 square feet, will cost $45,800, from plans drawn by Gerald Hamilton, architect.

A two-story frame section will have on the lower floor a lobby and a reception area, offices for executives, screening and conference room, film vault, cutting and camera rooms, and telesound department. Script writing and animation departments will be on the upper floor. Acoustic treatment will be given an adjacent studio of concrete block construction with a 20-foot ceiling.

Harry O. Odell, managing director, International Films Ltd., and Commonwealth Enterprises Corporation, Ltd., Hong Kong, is seen chat ing with Allied Artists president Steve Broidy on a recent visit to the studio.

The second announcement came from Peterson Productions, Toronto, who will build a studio on an acre of land on the outskirts of Toronto, with a sound stage of 45,000 square feet. Construction may begin in the fall.

Canadian Comment

Talk of Sunday films in Ontario is again current in the light of editorials in the newspapers, and most particularly in the face of declining boxoffice receipts and closing theatres. Already there are Sunday sports attractions in the city of Toronto and other centres. Public opinion is said to favor the scheme, i.e., a poll of the Canadian Institute of Public Opinion showed 65 per cent approval in cities over 100,000, 51 per cent approval in those from 10,000 to 100,000, and 53 per cent disapproval in towns under 10,000. Yet there are Sunday movies already, point out leaders of the film industry. There are films over TV and private showings of film societies, both without censorship. Newspaper support from The Telegram, Toronto, suggested that City Council prepare a plebiscite on the question. Only Quebec permits the showing of films on Sunday. Opposition from the projectionists' union will undoubtedly be overcome through the lessening of the amount of employment with theatre closures.

With 223 exhibitors in attendance from the Seattle, Portland, Vancouver, and surrounding territories for the recent 23rd Ticket Selling Workshop, MGM neared the end of the series with this turnout at the Olympic Hotel, Seattle. Mike Simons, MGM customer relations director, and Emery Austin, exploitation head, welcomed the guests as the home office representatives. In addition, MGM managers from the three branches were on hand. The above is an over-all shot of the gathering.

The seven-theatre day-and-date debut in Toronto of Davy Crockett was an auspicious one when it came to newspaper promotion. The licensees for the official merchandise of Davy Crockett took two pages in The Telegram to support the opening engagements in the University, Beach, Eglinton, St. Clair, Palace, College, and Runnymeade. The debut was one of the largest ever presented in the city, with so many theatres hooked up in that manner. The Spectator, Hamilton, also featured two co-op pages for the run at the Tivoli, Hamilton, managed by Don Edwards. Bert Brown, Famous Players advertising department, worked out the participation problems.

One of the best known men in the laboratory field, William J. Singleton, director of sales and services, Associated Screen News, has resigned, effective July 31. He succeeded B. E. Norrish as president in March, 1953, following the latter's retirement. He had been general manager from 1948 to 1954, assuming his present post in the recasting of the executive structure following the acquisition of ASN by Paul Nathanson and Maxwell Cummings in 1954.

CINE CHATTER: Walter Hardaker writes the amusement column for the Hamilton Spectator, taking over from Jane Baker who had it temporarily after filling in for John Robinson. . . . The Avalon, Downtown, and Cinema, units of Famous Players Canadian Corporation, Hamilton, were hooked up for a day-and-date policy for the first-run showing of "Son Of Sinbad." . . . Dan Krendel, Famous Players Ontario District "B" Supervisor, is holidaying in Florida with his wife. . . . Graydon A. Matthews, veteran in distribution, died in Montreal following a lengthy illness at the age of 56. At the time of his death he was Saint John Branch manager for J. Arthur Rank Film Distributors (Canada) Ltd., and its Cardinal Films Division. . . . Abe Kovnats was appointed booker in Winnipeg by J. Arthur Rank Film Distributors (Canada), Ltd., succeeding Alec Winegraysky, who was recently promoted to salesman handling 35mm. and 16mm. accounts in the same territory. In Toronto, the Cardinal Films Division of the Rank organization has named Frank Price to the booking staff. Price had been with Empire-Universal Films, Ltd., for the last seven years in the same capacity.

—HARRY ALLEN, JR.

Mexico

Bids from more than 20 foreign firms interested in distributing Mexican films abroad were reported by Eduardo Garduno, board chairman, Cimex, official distribution organization here. Applications are being reviewed, Garduno said, to determine which representatives offer the most advantages. He also revealed that plans for film financing in territories under Cimex control have been approved. Producers will receive 70 per cent of production cost, upped to 85 per cent in exceptional cases. Scripts must be submitted two weeks before shooting date for an official go-ahead.

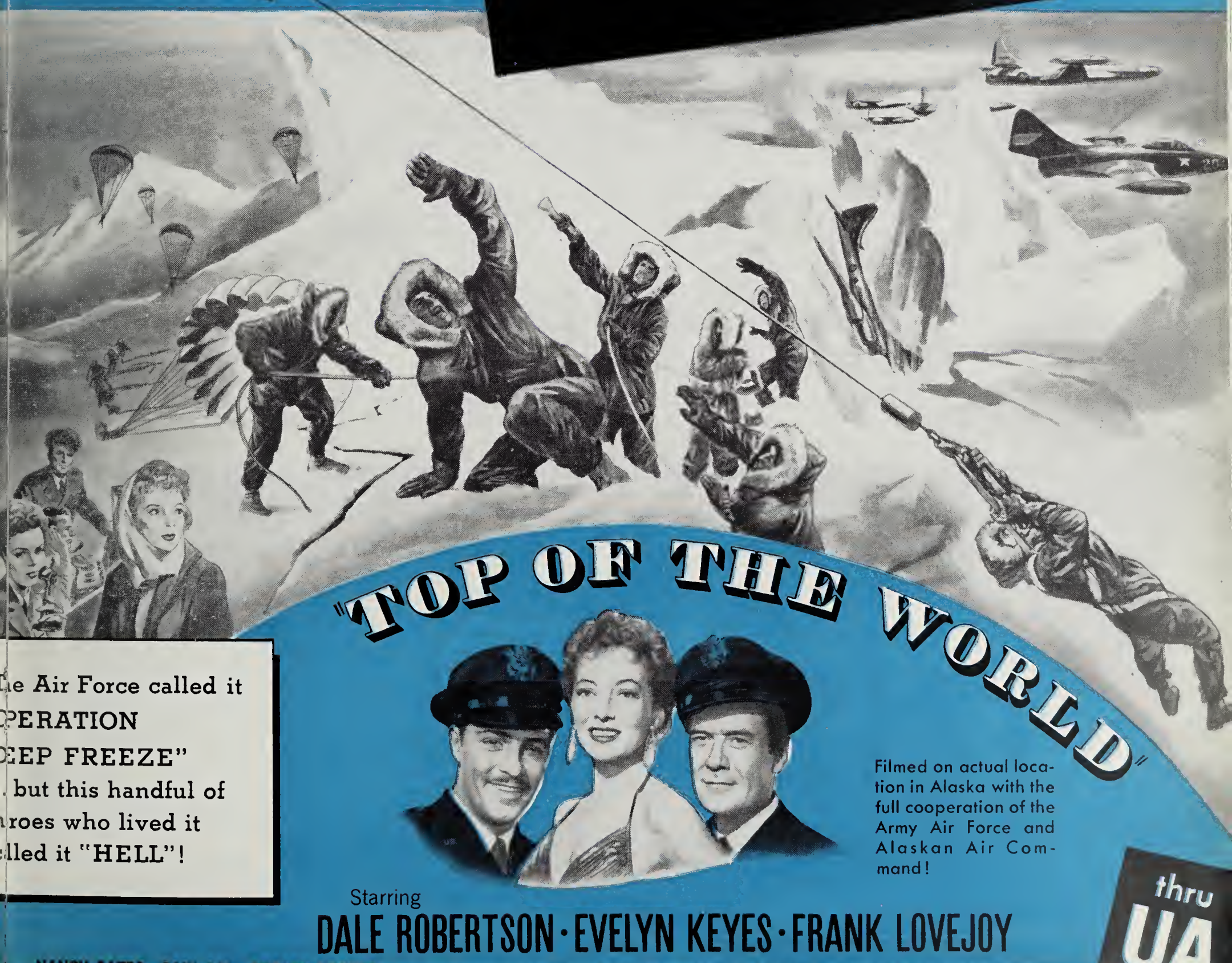
TOP OF THE WORLD

tops in "SUSPENSE!" —Film Daily

tops in "ACTION, THRILLS!" —Hollywood Reporter

tops in "EXCITEMENT!" —Harrison's Reports

"TOP NOTCH ACTION DRAMA"! —Variety



"TOP OF THE WORLD"

Filmed on actual location in Alaska with the full cooperation of the Army Air Force and Alaskan Air Command!

...e Air Force called it
...PERATION
...EEP FREEZE"
... but this handful of
...roes who lived it
...lled it "HELL"!

Starring

DALE ROBERTSON · EVELYN KEYES · FRANK LOVEJOY

NANCY GATES · PAUL FIX · ROBERT ARTHUR

thru UA

SWEEPSTAKES Grows And Grows; U-I Offers $500 For "Benson" Bally

PHILADELPHIA—With "The Private War Of Major Benson," Universal-International joins in SHOWMANSHIP SWEEPSTAKES by posting $500 as an award to go to the showman whose campaign is adjudged best in any SWEEPSTAKES entry for the 13 week period running from July 27 to Oct. 19.

To win U-I's $500 one must also win MOTION PICTURE EXHIBITOR's $100, making the total winning for a "best" campaign on this film $600.

U-I is developing a many faceted promotional campaign on the film, a heart-warming Technicolor comedy starring Charlton Heston, Julie Adams, and new child star Tim Hovey.

The initial phase of the campaign has been to develop the greatest possible word of mouth publicity possible. This has been done by a record number of "sneak previews" in large theatres in very exchange center and key city in the country to which the company's exhibitor customers were invited so that they could gauge audience reaction to the film. This phase of the campaign is continuing with almost every exchange scheduled to have two such "sneaks" on the theory that in this manner more and more "salesmen" for the picture will be developed.

This phase of the campaign will reach its climax with the Manhattan, Kans., world premiere of the film on July 19, which is being highlighted by a five week promotion in conjunction with the network television and radio programs, "Strike It Rich." The Manhattan benefit premiere in cooperation with "Strike It Rich," followed by the Kansas territorial openings, is also being sparked by the personal appearances of Julie Adams, Tim Hovey, and by a national promotional barrage.

While the Kansas world premiere phase of the campaign goes forward, U-I will be sending special field exploitation representatives into the important key centers from coast to coast to seek the support of the influential opinion-making groups in the community such as the clergy, the educators, and the clubwomen telling them that the film is, probably, the best example of the type of wholesome film entertainment they have been demanding of Hollywood, and suggesting that if they wish to encourage the making of further pictures of this type they will have to mobilize the support of their organizations behind this one. This phase of the campaign is something which can be carried forward by exhibitors in their own communities and U-I is developing special material which they can use for this purpose.

It has been some time since a film company had a new "child" star to promote, and U-I is developing an entire campaign around Tim Hovey. He will be in Kansas for the world premiere, accompanied by his mother and Gladys Hoene, schoolteacher of the U-I studios. They are coming to New York following the world premiere for a week of national TV and radio promotional appearances.

U-I will provide exhibitors with a special promotional manual on "The Private War Of Major Benson" to give them addi-

(*Continued on page* 19)

Safety Theme Boosts Summer Kiddie Shows

HARTFORD, CONN.—Summer kiddie attendance is being given a sizeable boost through Saturday matinee efforts of Ray McNamara, manager, Allyn. He has a 10-week "Theatre Safety Club" in progress, with lucky stub holders given prizes by local merchants each week.

To become members, the kids have to take a "Safety Pledge" which is printed on the back of their membership cards: "As a member of this club I pledge to obey traffic lights; not to take chances; not to play on streets; to look both ways while crossing streets; not to ride bicycles in traffic."

Each card bears a lucky number stub, entitling bearer to a chance for the prizes as well as admission to the theatre. The shows, incidentally, are regular theatre programs, screened in conjunction with Saturday matinee schedule, with addition of cartoons and novelty films.

BETTER MANAGEMENT DEPARTMENT

George Nonamaker
Editor

NOW THAT SHOWMANSHIP SWEEPSTAKES, the exclusive $100 per week payoff feature of Better Management, has been running for two weeks, details of 10 entries, two winners, and eight runners-up, have been published for the benefit of all.

It is our suggestion that you SAVE these advertising, publicity, exploitation, good will building stunts, in the same manner that you have been saving MOTION PICTURE EXHIBITOR reviews of films in the pink Servisection for years, and the yellow check-ups, as well.

By the end of the year you will have accumulated 260 stunts tried by the showmen of the United States and Canada and all proven successful in their particular spots. These stunts, judged by a most competent jury of 56 heads of circuits representing thousands of theatres, as not only worthy of MOTION PICTURE EXHIBITOR's prize, but worthy of trying in other houses, should prove of unestimable valuc to exhibitors and a compilation of the best drum beating and patronage building effort ever compiled by a national motion picture trade publication.

So, get yourselves a pair of scissors, a tube of paste, and a scrap book. Certainly, if you keep all of the entries in the contest on hand for ready adaptation and use, you will make the effort much more important by cashing in on it and getting full value out of it yourself.

—NONAMAKER

Universal-International has also jumped upon SHOWMANSHIP SWEEPSTAKES band-wagon by offering $500 for the best campaign placing first in the weekly judgings in MOTION PICTURE EXHIBITOR's selections during the 13-week period from July 27 to Oct. 19 on their "The Private War Of Major Benson." This makes "Benson" worth $600 to the showman who can knock it down. The above scenes from the film, already recipient of Parents Magazine Special Merit Award, show, left, Charlton Heston, who has meant no harm to little Tim Hovey, but the little cadet didn't know it, and it's hard to convince the scornful mother superior, Nana Bryant, and the equally scornful school physician, Julie Adams. In the center, Heston has convinced Adams to go on a date with him but she has insisted on taking Hovey with them; and, right, Heston registers his annoyance when Adams, in bidding good-night to Hovey, asks the youngster whether he enjoyed himself and the kid replies, "Yes, but next time, don't take him."

Mister Boxoffice!

"Mister Roberts"

DALLAS!

HOUSTON!

SAN ANTONIO!

SHREVEPORT!

NEW ORLEANS!

MIAMI!

MIAMI BEACH!

CORAL GABLES!

beats 'Battle Cry' in every date!!!!!!!!!

Warner Bros.

STARRING HENRY FONDA · JAMES CAGNEY · WILLIAM POWELL · JACK LEMMON

CINEMASCOPE
WARNERCOLOR
STEREOPHONIC SOUND

ALSO STARRING BETSY PALMER · WARD BOND · PHIL CAREY · SCREEN PLAY BY FRANK NUGENT AND JOSHUA LOGAN

BASED ON THE PLAY BY THOMAS HEGGEN AND JOSHUA LOGAN · PRODUCED BY LELAND HAYWARD

DIRECTED BY JOHN FORD AND MERVYN LEROY · MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

WINNING ENTRY

Kiddie Matinee Newspaper Stunt Proves $100 Windfall For Canadian

PHILADELPHIA—It was a tough battle, mother, but I won!

That, indeed, might well be the exclamation of Mel Jolley, manager, Century, Hamilton, Ontario, Canada, who has been adjudged winner of MOTION PICTURE EXHIBITOR'S SHOWMANSHIP SWEEPSTAKES, contest two.

In a contest which had the 56 judges considerably divided on their selection, and which was by no stretch of the imagination the runaway the first contest proved to be for Sid Kleper, Loew's College, New Haven, Conn., Jolley won with his "Famous Fun Festival" newspaper kiddie matinee promotion.

Jolley's check for $100 is on the way to him along with our compliments and congratulations in what one judge stated was "a contest in which all entries should have been winners."

However, there is a new contest every week. If you didn't win in the second group of five, keep trying.

Proofs of the five entries for next week's consideration by the judges are now in their hands.

FAMOUS FUN FESTIVAL

Submitted by Century Theatre,
Hamiltan, Ontaria, Canada
Mel Jalley, Manager

858 Seats • 70 Cents Top Adult
Admissian • Family Patronage

"To lure the small fry back to the theatre I have a 'FAMOUS FUN FESTIVAL' for the members of the Spectator (local newspaper) Junior Press Club every Saturday morning.

"At these weekly meetings selected films are shown, while added attractions are a sing song, door prizes donated by the newspaper, guest entertainers, including musicians, sports celebrities, others, all of whom give their services free.

"Much free publicity is obtained in the Spectator, especially on its weekly 'Junior Press Club' page with contests, etc. To publicize 'Long John Silver' recently a coloring contest was held through a line drawing on this page; on which the theatre obtained 815 free lines of space. There were 1,500 entries for the $75.00 worth of prizes. A new 'scrambled names' contest has been started.

"To become a member, all the kiddies have to do is fill out an application form printed on the Spectator's children's page. They then receive a 'Cub Reporter' membership button. As they win various contests, they can progress to 'Ace Reporter,' 'City Editor,' etc. At present there are over 5,000 members, who are walking ads when they wear these badges.

"Members get into the 'film festival' at a reduced admission rate of 15 cents, while non-members pay 20 cents. If they all decided to come at the same time, truthfully, we do not know how we would take care of them.

"However, it has been stated that the Famous Fun Festival with its newspaper tie-in helps curb juvenile delinquency.

"This juvenile promotion is economical, original and effective. To date, the Spectator has given out more than $2,500 worth of prizes to club members; and has given the theatre an unlimited amount of free publicity. The theatre, the newspaper, the kiddies, and their parents all benefit.

"In addition, on Saturdays the Spectator pays half the cost of an increased display ad taken by the theatre and featuring the Junior Press Clubs' Famous Fun Festival."

RUNNER-UP NUMBER 1

Beauty Contest Promotion

Submitted by Paramaunt Theatre,
Ashland, Ky.
John Warren Gadfrey, Manager

1426 Seats • 55 Cents Top Adult
Admission • General Patronage

A "Miss Ashland" beauty contest was just staged at this theatre. Godfrey contacted the Junior Women's Club of Ashland to act as chaperons for the various contestants and sponsors of the event. The Mayor of Ashland was present to award the trophy to the winner.

Held on a Saturday night, Godfrey says, "Our normal business was more than tripled by this promotion."

The contest received five-column headline, four column picture and a complete story on the front page of the Ashland Daily Independent.

The winner represented Ashland at Louisville later for the "Miss Kentucky" title.

"This promotion," says Godfrey, "regained quite a bit of our 'lost audience' as many of the persons present had not been in a theatre for quite a spell; and after being here and liking the contest and the pictures informed me that they would again make the movies their regular diet.

"The only cost of the entire promotion, outside of hard work, was that of some extra help. All prizes to the winner were donated by various merchants of the city.

RUNNER-UP NUMBER 2

HOUSE POLICIES

Submitted by Narthwood Theatre,
Northwood, Iowa
Charlie Jones, Owner

400 Seats • 50 Cents Tap Adult
Admission • General and Rural Patronage

$HOW
$WEEP
1955-56 SERI

The following entries, according to C. L. Jones, come under the general heading of "house policies."

BIRTHDAY CARDS. Hand written stenciled cards have been found to make the message more personal. On file is a record of all kids' birthdays. The message reads: "Greetings and best wishes on your birthday, (date). As our gift we send you this card which you may use for a free admission to any show within a week of your birthday." We make sure to personally congratulate them when they present the card at the door. This stunt has been used here for years.

BABY SITTERS PASS. This is just getting started here. Copy on the pass reads: "As part of your pay for sitting babies for us tonight we give you this pass card which is good for any show at the Northwood Theatre until ....." The passes are signed by Jones and countersigned by the employers of the sitter. It has been publicized as follows in the local newspapers: "We want you to get back to the movies. We want you enough that we want to help you get back. Tell you what we're gonna do. If you have a baby sitter, and you don't need one, you know—many people bring three-week-old babies to the movies, we'll stand the first 50 cents of her salary by sending home with you a free movie pass as part of your "sitters" pay. Only she will be allowed to use it. Just ask us for a "Baby Sitters Pass next time you hire a sitter so you can come to the show."

MONTHLY CALENDAR PROGRAMS. Bearing a punched hole at the top of the light cardboard stock used so that they may be hung in a convenient spot in the home, these have been found most effective for many years. They are mailed out under U. S. postage paid permit. Noted from the program sample are several other attendance building stunts such as "Every Thursday is Mom's Night Out. Mom Free when accompanied by Dad; free nights for various high school classes with school cooperation necessary to assure future goodwill among the 'teen-age group'; and slogans such as 'Where else can you enjoy life for so little?' "

In addition, Jones has been writing a movie column for his local newspaper under the heading of "Aisle Say" for four years. It consists, of course, of information on the theatre's current attractions, giving playdates, etc., and, even, a sort of review on some of the pictures. Jones says he does not believe "canned" reviews are slanted for customary rural patronage. Always, somewhere in the copy is mentioned the fact that if it is clipped out and presented at the boxoffice the bearer will receive a free pass to the theatre. He

...NSHIP ...AKES

...nalists In Contest No. 2

claims these passes are used 90 per cent of the time, and thus he knows he gets readership of the "Aisle Say" column, which takes the place of his newspaper advertising.

RUNNER-UP NUMBER 3

SELLING AN ART FILM IN A REGULAR HOUSE

Submitted by Trylon Theatre,
Forest Hills, N. Y.
Lee Raelson, Manager

596 Seats • 79 Cents Top Adult Admission • English-speaking, Foreign Born Patronage

While this is not strictly an "art" house, Lee Raelson explains that if the American-made picture available is not what he thinks is suitable for his patronage, he picks up a foreign fil mwhich he feels will net better boxoffice results.

In this particular case it was the Japanese-made "Ugetsu," following its first runs.

The lobby display, shown in the photograph, was entirely homemade. All of the material was obtained gratis from Japanese Airlines and Japanese World Trade. At both of these places of business, one in Rockefeller Center, the other on Fifth Avenue, New York City, Raelson had 30 x 40's announcing the showing of the film at the theatre. Both of these locations are open to the public for viewing Japanese made products and the cards proved most effective. The stands for the lobby display were borrowed from a local florist.

The Trylon house staff wore pastel coolie hats in advance of playdate to stimulate the curiosity of patrons. When aides were questioned, they would advise patrons that "Ugetsu," winner of the Venice Grand Prize, was going to play at the theatre.

The Japanese Consulate was advised of the showing and invited to attend.

Programs were mailed to Parkway Village, which is inhabited by United Nations employees. This housing project is approximately four miles from the theatre; but is accessible by car or bus. Programs were also mailed covering all areas of the four theatres listed, including, of course, that of the Trylon. This divisional program, made up by Raelson has been found to be a great cross-theatre pull.

In addition, a 14 line one column ad was spotted in the New York Times, in which the theatre does not normally advertise.

The actual costs to the theatre was the price of the three 30 x 40 signs; the additional mailing of 1,700 pieces of mail to United Nations residents; and the ad which ran five days in the New York Times.

RUNNER-UP NUMBER 4

SUMMER FILM FESTIVAL AFFORDS EXTRA MATINEE

Submitted by State Theatre,
Pasadena, Cal.
Albert Szabo, Manager

752 Seats • $1.00 Top Adult Admission • Art House Patronage

As manager of an "art house," this contestant decided to hold "The First Summer Classic Film Festival Of Pasadena."

He explains, "I picked a series of first quality pictures for one showing only on a mid-week afternoon as a source of extra revenue, since I don't have matinees, except on Saturdays and Sundays.

"The chosen pictures were advertised as a 'Classic Film Festival,' with pre-sold tickets for the whole series, as well as for individual pictures. The pre-sale of tickets was tied up with women's clubs and art clubs of the town, with the clubs participating in the sale getting a percentage of the gross on the tickets they sell.

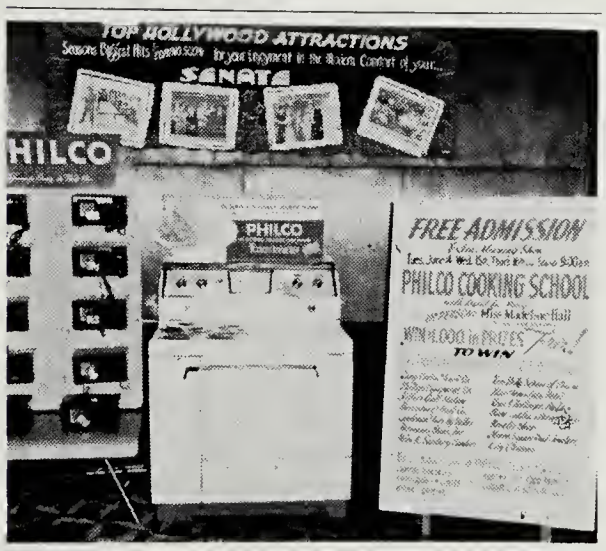
"Schools and colleges are contacted and notified about this 'cultural event' of the town.

"Articles in local newspapers are planted at least four to five weeks before the 'Classic Film Festival' opens.

"Interest in the series is terrific; and a substantial amount of extra revenue will be made with the series. A large amount of tickets are pre-sold.

"To herald the event Lincoln Hayes, drama editor, Pasadena Independent, devoted practically an entire column to the State's Wednesday afternoon festival.

"Features selected for the art series are 'Hamlet,' 'Rashomon,' 'The Mudlark,' 'The Bicycle Thief,' and 'The Importance Of Being Earnest.' Art shorts were booked to round out each program."



Bernard J. Bispeck, manager, Senate, Harrisburg, Pa., recently promoted the above prizes awarded by cooperating dealers in conjunction with Philco Cooking School morning shows.

What Is A Patron Answered By SW Executive

PHILADELPHIA—Birk Binnard, ad-publicity director, Philadelphia Stanley Warner Theatres, comes up with the sagacious advice quoted below:

WHAT IS A PATRON?

A PATRON is the most important person ever to enter our doors.

A PATRON is not dependent on us; we are dependent on him.

A PATRON is not an interruption of our work; he is the purpose for it. We are not doing him a favor by serving him; he is doing us a favor by giving us the opportunity to do so.

A PATRON is not just an appendage to an admission ticket. He is a flesh and blood human being with feelings and emotions like our own.

OUR PATRONS HONOR US BY PERMITTING US TO SERVE AND ENTERTAIN THEM.

U-I (*Continued from page* 16)

tional promotion ideas. There are several national promotions set on the film, and the picture has been selected as the Family Medal Award Picture for August by Parents Magazine and there will be a special one-sheet available for use by exhibitors on this award.

However, the extent of the boxoffice success of the film will depend on the personal effort expended by the theatre showmen of the country. Here is one picture that they can sell in their community and be proud to show in their theatres since it is the personification of everything which the important groups in their communities have been demanding in their film entertainment. It is clean, wholesome, and highly entertaining. U-I is calling "The Private War Of Major Benson" the "picture with a heart." Following the premiere, the extent to which America takes the picture to its heart will depend upon the activities of the exhibitors of the nation. To add impetus to showmanship efforts throughout the country U-I has placed the $500 on the line in the interest of exploiting the film. To win the film company's money, a contestant must ALSO win SHOWMANSHIP SWEEPSTAKES $100 in any of the 13 weeks the U-I offer stands.

So there's $600 riding with "Benson." Come and get it!

$$$-ADDITIONAL PRIZES-$$$

While $100.00-per-week will be awarded each and every week throughout the year by the SHOWMANSHIP SWEEPSTAKES editors, certain film distributors will post from time to time additional CASH PRIZES to focus attention on a particular picture. Such CASH PRIZES must be posted until won, during a maximum period of 13 weekly issues, and if not won during that time will be withdrawn. To win these CASH PRIZES, the entrant must *first* win the $100.00 SHOWMANSHIP SWEEPSTAKES Award. Should the winning promotional effort involve a picture that has a CASH PRIZE posted, the winner gets this latter prize from the Film Distributor *as an added bonus.*

COLUMBIA PICTURES CORP.

$500.00 on—

"IT CAME FROM BENEATH THE SEA"

(This Prize Offer expires Oct. 5)

FCC Extends Deadline; New Toll-TV Unit Files

WASHINGTON—Sept. 9 was set as the deadline date last fortnight by the Federal Communications Commission for the filing of rebuttal briefs on the toll-TV controversy. The action followed requests from the Committee Against Toll-TV, and other groups, to allow more time than the original July 11 deadline permitted after comments were filed June 9.

The FCC noted that the extension will serve the public interest, and that the comments filed last month were so voluminous in nature that the additional time will permit all sides to conduct a more thorough analysis for their answers.

The FCC revealed it has received another proposal for pay television licensing patented by Dynamics-Electronics-New York, called Ultravision, which requires neither a coin box nor a punch card in charging subscribers. In its proposition, Dynamics told the FCC that it can use the UHF band and minimize cost to the viewer and operator, and that no special equipment is necessary for its system, with the exception of an additional cable attached to the set. The viewer is billed by a special master station to which the cable feeds, which gives vital information about the running count of the audience.

Ultravision's comments insisted that its system would be most valuable in bringing "minority" programs to smaller educational and cultural audiences. By using UHF, Ultravision could assure privacy for its programs and no interference with present television. However, the report, filed by H. S. Bennett, Dynamics research director, urged that if the FCC approves toll-TV at all, it license all compatible systems.

Levine Heads VCI Meet

NEW YORK—The 1956 annual Variety Club International convention will be chairmaned by Martin Levine when it convenes in the Waldorf-Astoria Hotel next May, it was announced last week by William J. German, chief barker, New York's Tent 35. Levine, a Brandt Theatres executive, has been luncheon co-ordinator for Tent 35.

Another Myth Exploded

The distributors feel that comedies should not be seen in a projection room.

Well, I saw Martin and Lewis' latest Paramount hit, "You're Never Too Young," in Technicolor, with VistaVision, with gals, 'n' everything, plus Diana Lynn, in a projection room.

I don't remember when I enjoyed a picture so much!

It has all the elements for laughter and entertainment, and it will prove a bonanza at any boxoffice.

Maybe, I exploded another myth?

Or maybe, this one is the exception. It is sure fire anywhere!

—JAY EMANUEL.

Crescent Names Directors

NASHVILLE, TENN.—At a special meeting last fortnight, three new directors were elected to the board of the Crescent Amusement Company, who are Frank Cole and Webster Johnson, bankers, and Webb Hayes, executive and long-time associate of the company. Vice-president William Holman became head of the directorship pending selection of a successor to Kermit C. Stengel, who resigned. Holdover members of the board are Mrs. R. E. Baulch, Howell Campbell, Sr., and Mrs. Tony Sudekam, as well as Holman. The next regular meeting is on July 13, at which time local informants predict the election of a new president to succeed Stengel.

Hoover Names Officers

NEW YORK—New Variety Club assignments announced last week by George Hoover, international chief barker, were Ben Goffstein, Las Vegas, Nev., to be studio and TV relations head; Robert Adelman, Philadelphia, to be international press guy, succeeding Goffstein in that post; and Edward Shafton, Omaha, and Ezra Stern, Los Angeles, to be international fixers.

Hoover announced at the same time that the offices of international sergeant-at-arms and international ceremonial officer are being eliminated from the Variety International appointive positions.

With 352 theatre owners attending from the area, MGM's San Francisco Workshop, the 24th and final in the series, recently wound up one of the most successful undertakings by the company's sales department. Mike Simons, director of customer relations for the company, acted as moderator at all of the sessions and in most of them was assisted by Emery Austin, exploitation head. Hosts at the San Francisco session, seen above, were, left to right, Bill Blake, field press representative; Stewart Engebretson, salesman; Corinne Wies, secretary to assistant branch manager John Coyne; Lila Goodwin, office manager; Mary Marquet Creighton, secretary to branch manager Sam Gardner; Coyne; Tom Aspell, branch manager at Los Angeles; George A. Hickey, west coast division sales manager; Gardner; Sid Schuster and Howard Harper, salesmen; Kay Hackett, head booker; Howard Herty, field press representative, Los Angeles; Florence Myers, secretary to west coast division press representative Ted Galanter; and Harry Hargreaves, booker.

Audience Awards Seen As Newspaper Natural

NEW YORK—Describing the Audience Awards election as "A Newspaper Natural," the 47th in the series of COMPO ads in Editor and Publisher last fortnight urges newspaper editors and promotion men to get in touch with their local theatre managers and work out promotions that will be mutually beneficial. The ad states that it is expected that at least 10,000 theatres will take part, and there is a possibility that the vote will be as high as 60,000,000.

"Although the election will be national in scope," the ad says, "it is bound to arouse great local interest in every community in which the voting is held. This is not theory; several local theatre polls somewhat similar to this one have been held over the last few years and without exception they have been hugely successful.

"It is here that newspapers enter the picture, for these local elections offer an excellent opportunity for them to tieup with theatres in a variety of promotions.

"We urge newspaper editors and promotion men to get in touch with their local theatre managers and work out arrangements that will be mutually beneficial. We are also asking theatre managers to take the matter up without delay with their local newspapers.

"The entire motion picture industry is backing this Audience Awards election with all its resources. Something should happen of benefit to us all."

Oklahoma Exhibs Name Slocum

OKLAHOMA CITY—E. R. Slocum, El Reno, Okla., exhibitor, was named executive secretary of the new United Theatre Owners of Oklahoma, it was announced last fortnight by Ed Thorne, president. An office of the fledgling organization will be opened shortly here under Slocum's full-time direction.

Thorne stressed that UTO is retaining affiliation with both Theatre Owners of America and National Allied, but that the group feels that Oklahoma exhibitors will profit by uniting into one strong association.

Jessel-Roberts Productions Formed For Theatre, TV

NEW YORK—A company to film theatrical features and TV film series was formed recently by George Jessel and Bob L. Roberts, to be known as Jessel-Roberts Productions, which will produce in Hollywood and in Europe.

Plans for the first year call for two theatre features, the first of which, "Mona Lisa," is being readied for the cameras. The initial series for TV will be "The George Jessel Show," slated for Hollywood shooting in the fall. At the same time, plans are being completed to film "The Lady From Scotland Yard" in Europe.

In the past, Jessel produced a number of pictures for 20th-Fox. Roberts has been a radio, TV, and theatre producer, who pioneered in using live music and talent with motion pictures supplying background effects.

ACTION FROM REPUBLIC!

for your summer program

...THE RIGHT TIME
...THE RIGHT ENTERTAINMENT

1

I COVER THE UNDERWORLD

starring
SEAN McCLORY · JOANNE JORDAN
RAY MIDDLETON · JACLYNNE GREENE

2

CITY OF SHADOWS

starring
VICTOR McLAGLEN
with JOHN BAER · KATHLEEN CROWLEY · ANTHONY CARUSO

3

Double Jeopardy

starring
ROD CAMERON · GALE ROBBINS · ALLISON HAYES

Check these NEW 70 minute features with the Manager of your Republic branch

Texas COMPO Acts To Avert Film Lack

DALLAS—Texas COMPO came through to solve a serious product shortage problem to south Texas exhibitors as a result of the actions of one of the film carrier lines in removing an important "through shipment" film schedule to Houston from Dallas for distribution southward by feeder lines. This meant a tieup of prints for an extra day, and in some cases two extra days, for such theatres involved, and a resultant cancellation of playdates.

The opening of the Columbia exchange in Houston, and the announcement that 20th-Fox will open Aug. 1, immediately threatened the revenue of the film transportation line between Dallas and Houston.

As a result, Gordon White announced the withdrawal of one of their trucks from service to take up the slack, effective July 1. The particular truck withdrawn carries "through shipment" film, making a connection in Houston with various feeder lines. This would mean a tieup of prints for an extra day and in some cases two extra days for each theatre involved, thus the reason for the cancellation of playdates.

Texas COMPO immediately called a meeting of the branch managers and bookers in Dallas, together with the head of the transportation line, White, and went into the situation as promptly as possible.

It was suggested that as a temporary measure the film companies obtain three or four additional prints on each picture for a limited period.

Col. H. A. Cole, co-chairman, Texas COMPO, personally called the general sales manager of each of the distribution companies involved to see if such arrangements could be made. MGM, Paramount, Warners, and U-I have assured Texas COMPO that sufficient extra prints will be furnished to take care of the emergency.

U-I Exercises Warrants

WASHINGTON—A Universal Pictures report to the Securities Exchange Commission revealed last week that between March 3 and June 30 of this year, 2,955 outstanding warrants for $10 common shares were exercised.

COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private both, from $5.50 daily. Two room suites from $8.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel BEACON

Broadway at 75th St., New York

Oscar Wintrab, Managing Director

For the first time in its seven years of telecasting, Ed Sullivan's "Toast Of The Town," CBS-TV show, recently devoted its entire hour-long program to Warners' "Mister Roberts." From left to right are seen Ed Sullivan, Leland Hayward, Henry Fonda, James Cagney, Jack Lemmon, David Wayne, and John Forsythe, exiting.

Theatre Ads Protested

NEW YORK—A priest, a police captain, and several business men last week opposed the renewal of an operating license for the Times Theatre, West 42nd Street, on the grounds that the house's advertising is "lewd," that it attracts degenerates, and that it thereby contributes to juvenile delinquency.

License Commissioner Bernard J. O'Connell, only recently appointed, held hearings because of the unusual number of complaints about a matter which is, ordinarily, routine. The principal objector was Msgr. Joseph A. McCaffrey, pastor, Holy Cross Roman Catholic Church, who spoke also for Holy Cross Academy, a parochial school for girls. He was joined by Police Captain William E. Coleman, Borough Headquarters, Manhattan West.

The Commissioner granted the request of the theatre's agent, Harold J. Klein, J. J. Theatres, to reply this Friday. The license, which expires Thursday, will be extended until a decision is made.

Paramount Sued On M-L Film

HOLLYWOOD—A suit filed in Federal Court last fortnight by Screen-Televideo Productions, Inc., charges Paramount with improperly distributing the film "At War With The Army," a Martin and Lewis release. It alleges that Paramount breached a distribution agreement made in 1950 and failed to account for the full gross receipts, on dates in 1952 and 1953. A complete accounting was sought and the court was requested to withhold distribution of the picture.

Konecoff (*Continued from page 6*)

VARIETY NOTE: Tent 35 officially adjourned its luncheon meeting activities for the summer with the session at Toots Shor's last week, which featured an appearance by Warren Hull of "Strike It Rich" and other fame, who had much praise for the tent's project on epilepsy in children and who also offered to help in any way he could. The producer of the show, Walt Kramer, former theatre manager, also addressed the nice-sized gathering, reporting that the independent TV producer favors toll-TV. He opined that it should be of help to theatres. How exactly this was to come about he didn't make clear, but he did say that people would want to get out to their local theatres in ever-increasing numbers just for the sake of getting their kicks somewhere else except at home. Said Kramer, the theatre will never die.

Larry Morris, prominent theatre circuit executive, was luncheon chairman and toastmaster.

THE METROPOLITAN SCENE: Lots of excitement at a couple of openings last week on the great Broadway, namely for "Not As A Stranger" and for "The Seven Little Foys," at the Capitol and Criterion respectively. The Capitol had a "Gala Preview Performance" with lots of stars attending along with the public and a good deal of excitement. The Criterion had the works, searchlights, barricades, the usual number of photogs, celebs, etc., with the proceeds going to United Cerebral Palsy. Both should be strong business contenders. . . . The lobby of the Roxy saw prizes being presented concluding a contest sponsored by a candy company, the Roxy, and Walt Disney Productions in reference to "Lady And The Tramp," with youngsters and parents receiving a trip to Hollywood, pedigreed pups, etc. The theatre's managing director Bill Moclair and Disney's ad-pub chief in the east were on hand for the ceremonies. . . . Walter and Harriet Reade became the parents of a baby girl last week when Mrs. Reade gave birth in Doctor's Hospital. It's their third daughter Mom, dad, and theatres are doing well. . . . Shirley Yamaguchi, cute Japanese actress and femme lead in 20th-Fox's interesting meller, "House Of Bamboo," appeared in the lobby for the opening at the Mayfair. . . . Okeh pressbooks are out on "Soldier Of Fortune" and "The Shrike."

This Was The Week When.....

Leon Brandt was appointed producer's publicity representative for United Artists' "The Man Who Loved Redheads." . . . U-I directors declared a quarterly dividend of $1.06¼ on 4¼ per cent cumulative preferred stock, payable Sept. 1 to holders of record Aug. 15. . . . Allied Artists set July 19 for a four-city world premiere for "The Phenix City Story." . . . Joan Bennett arrived in New York to bally Paramount's "We're No Angels."

Joseph Brenner Associates closed a deal with Reynolds and Puzon to distribute "Blood Of Bataan" in the U.S. and Canada. . . . Julie Adams was slated by U-I to take off for Kansas City and the world premiere of "The Private War Of Major Benson." the start of a publicity tour for the film. . . . The Academy Award-winning costumes from "Gate Of Hell" went on exhibition in the Fifth Avenue windows of New York's Lord and Taylor. . . . Columbia directors declared a quarterly dividend of $1.06¼ per share on $4.25 cumulative preferred, payable Aug. 15 to holders of record Aug. 1.

NEWS OF THE TERRITORIES . . .

"Virgin Queen" Debut To Aid Child Theatre

PORTLAND, MAINE—The Children's Theatre, one of the nation's leading juvenile theatrical groups, will benefit from the world premiere of 20th-Fox's "The Virgin Queen," which will take place July 22 at the Strand, it was announced last fortnight.

The film event will be surrounded by a regional celebration for which more than 100 entertainment luminaries, journalists, and TV and radio personalities from New York, Hollywood, and New England will converge, and will be a spectacular civic and entertainment event arranged at the request of Bette Davis, who stars as Queen Elizabeth I in the Charles Brackett production. Miss Davis is a leading citizen of Portland, and a director of the Children's Theatre.

Governor Edmund S. Muskie of Maine will head an imposing delegation of government executives who will join with the visiting stars and reporters for a day's festivities, including a lobster clambake and feast of Cape Elizabeth, a champagne party at the home of the film star and her actor-husband Gary Merrill, and the initial performance of the film.

The New York press delegation, expected to number 65 will fly to Portland the morning of the 22nd at the personal invitation of Miss Davis, and will be joined there by another press party from Boston. The New England party will number between 35 and 40. The arrival of 20th-Fox executives Rodney Bush, Edward E. Sullivan, Meyer Hutner, Leo Pillot, Ira Tulipan, Martin Michel, and Phil Engel garnered important page one picture and story treatment in all local newspapers. Local merchants will go all-out heralding the premiere via cooperative newspaper advertisements, window displays and in-store flags and buting calling attention to the event.

Albany

Commencement exercises of Albany High School were held at the 3600-seat Fabian's Palace, which was comfortably filled with the 324 graduates, their parents, and friends. Manager William With directed the physical details. . . . Organization of the Audience Awards Poll will be effected at a meeting in the 20th-Fox exchange, July 11, under co-chairman Harry Lamont. . . . A group of theatres, chiefly circuit-operated, screened a brief trailer to further the campaign of Capital District Chapter, Association For the Help of Retarded Children. Lobby donations were solicited, and audience response was generous. . . . Fabian began work on a 1500-car drive-in at Latham, N. Y., and final touches were put on the refurbishing of Proctor's, Troy, N. Y.

Atlanta

The Princess, Cooksville, Tenn., managed by Ray McCullough, is undergoing major remodeling to provide additional floor space in the lobby. . . . . The Family Drive-In, Jesup, Ga., is installing wide-screen and CinemaScope. . . . Alvin Glazebrook was appointed manager, Colonial, Valdese, N. C., to replace Kenneth Benfield, now manager, Colonial, Hickory, N. C. . . . Burial services were held in Georgetown, Ky., for Andrew J. Hook, 78, father of Roth Hook, owner of the Hook circuit in Alabama. . . . Albert H. Peters resigned as manager, Summerville, Summerville, S. C., and is succeeded by John T. Nickalson, who owns a theatre in Rockwell, N. C. . . . The new owner of the Joy Drive-In, Milton, Fla., is Harold Authenreith. . . . Hugh Thomas, Jr., owner, Siesta Drive-In, Sarasota, Fla., has been elected to the board of directors, Makelim Pictures, Hollywood, Fla.

The Ritz, Brantley, Ala., owned and operated by A. L. Morgan, has been sold to J. B. Bailey. . . . C. F. Stuckey was appointed manager, Lake, Lakeland, Fla., a unit of Florida State. . . . The Estill, Hampton, S. C., is now owned by Dr. J. A. Hayne and T. G. Stanley, and they have installed a wide-screen. . . . High taxes, TV, and product shortage were given as the reasons for closing the Rialto, Durham, N. C., North Carolina Theatre Circuit unit. Charles Lewis, manager, Center, another North Carolina Circuit house said he did not know what disposition would be made of the property. . . . H. W. Edwards opened his drive-in at Marshall, N. C. Paul Pless, owner, Dreamland Drive-In, Asheville, N. C., has an amusement park with miniature golf. . . . Harry Wayne, Wil-Kin Theatre Supply Company, Charlotte, sold CinemaScope to Jim Massey, the Park, Waynesville, N. C.

Billy E. Jarrett, Ponce De Leon, plunged to his death over a 75-foot waterfall near Gainesville, Ga.

Judge Throws Out Ban On "Blackboard Jungle"

ATLANTA — Federal Judge Boyd Sloan U.S. District Court, last week ruled in favor of a temporary injunction to restrain the city from banning the exhibition of MGM's "The Blackboard Jungle."

At a preliminary hearing on the case earlier, Judge Sloan expressed "grave doubts" about the right of the city to restrain exhibitors from showing the picture, although he did not then, nor has he to date, made it clear whether he refers to censorship in general, or to the particular case. Atlanta has won previous cases contesting the censorship.

In bringing the suit seeking an injunction, Loew's, Inc., contended that the film violates no standards set in the city ordinance, and that in turning it down the censors deprived the firm of its rights to freedom of the press and due process of law. The city argued that the production is unfit to be shown under provisions of the ordinance, and announced that it will appeal the case.

Meanwhile, "The Blackboard Jungle" was scheduled to open a local engagement on July 15.

Boston

A two-day regional convention of Independent Exhibitors, Inc., of New England, the local unit of National Allied, will be held Oct. 24 and 25 at Toy Town Tavern, Winchendon, Mass. Other units of Allied, from Pennsylvania, New Jersey, and Connecticut, are to be represented for a get-together combining business meetings with entertainment in a relaxing atmosphere. Its golf course is one of the finest, there is good fishing and boating, and the New England foliage will be in full color. Nationally known speakers from distribution and exhibition will be heard and vital industry topics will be discussed. Edward Lider, president, Independent Exhibitors, is the chairman who, with his committee, is already at work on the agenda.

A large group of exhibitors and distributors were spurred to enthusiasm on hearing the address of Robert W. Coyne who explained the Audience Awards plan at the Hotel Bradford. He acknowledged the fine support the New England exhibitors have given COMPO since its inception. He also spoke briefly on the tax situation, giving credit to Samuel Pinanski for his tireless efforts on behalf of tax reduction and promised further efforts. He touched on the Academy Awards by saying, "Our Audience Award plan is a powerful companion to the Academy Awards and yet its make up is of entirely different character. They have 26 categories while we have only five. Yet Hollywood is behind us wholeheartedly, and the distributors see in our plan a great boon to the industry as a whole. There are a million local tieins to promote this plan for the benefit of your theatres for better business." All speakers pledged full support.

Birth: To Louis Sternburg, a daughter, Susan Carol, at Beth Israel Hospital, second child, making Robert Sternburg, district manager, New England Theatres, a grandfather for the second time. . . . From the report of the condition of Joseph Liss, Stanley Warner district manager who is hovering between life and death at Worcester City Hospital following an automobile accident, the doctors state that he has a 50-50 chance of pulling through. The prayers of the district are with him. Eleven members of the Projectionists Union donated blood plasma to be sent to the Worcester Hospital for blood transfusions. . . . Two new drive-ins were ready for the July 4 weekend. The Den-Rock Drive-In, North Andover, opened its gates on July 1, while in Clinton, the Clinton Drive-In opened the following evening. . . . Regal Pictures Corporation is moving its offices from 246 Stuart Street to 47 Church Street, according to Irving Farber and Eddie Ruff, taking over the entire first floor of the Metro Premium Building. Embassy Pictures Corporation has the entire second floor offices. . . . The four drive-ins of the Levine-Yanofsky Circuit have joined Independent Exhibitors, Inc., of New England, the unit of National Allied. The drive-ins are in Springfield, Westfield, Hadley, and Boxboro, all in Massachusetts. . . . Commemorating the 50th anniversary of the motion picture theatre, the

(Continued on next page)

Three New Boston Branch Managers Welcomed At Variety Club Meeting

BOSTON—Three new branch managers were introduced to the industry at a luncheon sponsored by the Variety Club of New England at the Hotel Bradford. Gasper Urban, Paramount; Al Levy, 20th-Fox; and William Kumins, Warners, were the honored guests. Michael Redstone opened the proceedings before an attendance of over 160 industrymen. Redstone was replacing chief barker Walter A. Brown, who was unable to be present. He turned the mike over to Theodore Fleisher, president, Interstate Theatres, who was emceeing for the first time at such an affair.

First he paid tribute to the three committeemen, Al Glaubinger, U. A.; Johnny Peckos, 20th-Fox; and Arnold Van Leer, Paramount. He also told of the Jimmy Fund drive of which he is co-chairman with Joe Cronin of the Boston Red Sox. "Soon your theatres will receive the pledge cards being sent out by Benn Rosenwald, chairman of distribution. I urge all of you to look ahead for extra effort on the part of your managers to take in that extra money that is needed this year."

Martin J. Mullin, president, New England Theatres, Inc., welcomed the new branch managers by saying that they are "a worthy addition to our right type of distributors in Boston."

Glenn Norris, eastern sales manager, 20th-Fox, who came on from New York, said, "I congratulate these three fine men. Al Levy has all the requirements necessary for his new post. His is the kind of integrity and character that this industry needs. But sitting here today I am struck by one thought. Here we are—a group of 160 men sitting around tables having luncheon, relaxing, laughing and joking. Both exhibitors and distributors alike. We seem to understand each other and our problems. Why can't we find a friendly way to solve these same problems among ourselves to a mutual advantage of both sides? I for one believe that distribution and exhibition can be coordinated to the satisfaction of all if we could have more friendly relations like this."

Fleisher called upon Archie Silverman to make the first desk set presentation to Urban. E. M. Loew was called upon to make the presentation to Levy. He asked that the branch managers be allowed to use their own judgment. "If you can sell the idea to your bosses not to be too tough on the little neighborhood houses, then we can stay open. I don't want to be overly dramatic, but the independent exhibitor must have more help to stay in existence. I must tell you that you branch managers will never find a better bunch of guys than the exhibitors in this area."

Levy said, "So far as the home office is concerned, we set the deals right here in Boston. My home office suggests, but we tell them what we can get. But remember, the branch manager's job is a tough one. We try to be right and fair."

Edward Lider, president, Independent Exhibitors of New England, was asked to present the desk set to Kumins, the third manager so honored.

Legion Protest Forces "Son Of Sinbad" Withdrawal

BUFFALO—In spite of the fact that the new Buffalo Twin Drive-In pulled "Son Of Sinbad," early in its run because of protests from the Legion of Decency, the Union and Echo, Buffalo Catholic Weekly, continued to publish a notice at the top of its theatre page saying, "since the Twin Drive-In . . . has shown the condemned motion picture . . . the Legion of Decency is asking . . . Catholics to avoid this theatre for the remainder of the . . . season." The Legion had planned to send out letters recommending that Catholics also stay away from two drive-ins affiliated with the Twin, but the idea was discarded after the film was pulled at the Twin.

Boston

(Continued from preceding page)

Framingham (Mass.) News used a full page story with pictures telling of the background and history of the town's three houses and of its personnel. The article, by staff writer Virginia Lucier, ended with these words, "Framingham is proud of its motion picture industry which has progressed through the years. And with bigger and better movies on their way, this community is assured of still greater things to come for a history to be looked into 50 years hence." Managers Lloyd Mills, Irving Finn, and John Berry made arrangements for merchants' tieins to sponsor trips to New York for three lucky couples, for the News to offer free theatre tickets to subscribers with six children or more, for the proclamation of the Board of Selectmen setting aside July 19-25 as Golden Anniversary of the Motion Picture Theatre Week, for tieins with Boy Scouts, Girl Scouts, General Motors dealers, etc. All three theatres are operated by Smith Management Company of Boston.

Buffalo

Richard T. Kemper, zone manager, Dipson Theatres circuit, and resident manager, Erlanger, was a bright spot at the annual outing of the Erie County Chapter of the National Foundation for Infantile Paralysis when he appeared in his famous Buffalo Bill costume. . . . Motion picture screens would be provided for all meeting rooms in the $213,000 rehabilitation of the Memorial Auditorium. The Stadium and Auditorium Board's request for funds is now before the Capital Expenditures Committee. . . . The North Tonawanda plant of the Glowmeter Corporation, manufacturers of motion picture screen material, will be sold at public auction, according to Owen B. Augspurger, Jr., attorney for the corporation, which now is being re-organized under the Federal Bankruptcy Act.

Charlotte

The WOMPI sponsored a box supper recently at Freedom Park. Everyone stated a good time was had by all, and that it was a nice social affair as well as a fund-raising project. . . . E. G. Stellings is national co-chairman for the Theatre Owners of America convention to be held October 6 through 9 at Los Angeles. Stellings is president, Stewart and Everett Theatres. . . . H. H. Everett, Stewart and Everett Theatres, was honored recently by Queen College, which dedicated its yearbook to him. . . . Emery Wister, local movie editor, recently made his annual trip to Hollywood. He tells us that the party given by Sam Goldwyn for the press was a real occasion.

Charlotte WOMPI Sets Future Plans

CHARLOTTE—Thacker's Restaurant was the setting for June WOMPI luncheon meeting. Mrs. Myrtle Parker, president of the club, and secretary to Al Duren, branch manager, Paramount, presided over the business session after the luncheon. Mrs. Parker and Mrs. Gladys Hawkins, Wilby-Kincey Theatres, first vice-president, were elected to represent the Charlotte club at the national convention in New Orleans Sept. 30-Oct. 2.

The WOMPI club voted to continue its current charity project for another month, that of making smocks for girls at the Florence Crittenden Home. These gifts will be presented the girls next month and club will then start a new project. The club also held a picnic and cake walk at Freedom Park as a fund-raising project.

It was announced that Rev. C. C. Benton, pastor, Central Avenue Methodist Church, will be the guest speaker at the next luncheon meeting. Nancy Wilson, chairman, service project committee, announced that on July 9, MGM and the Charlotte Theatre Supply were to be hosts at the Variety Club and that Jack Reville, branch manager, MGM, wished her to extend an invitation to WOMPI.

Chicago

Jerry Marcks and Martin Rosenfield, owners, Sunset Drive-In, installed a few lawn chairs, which were quickly filled. Surprised, they added 400 more, which are fully occupied almost every night. . . . Samuel Roberts, former owner of the White Palace, reopened the house after improvements, as the Palace. . . . Pirtle Amusement Company installed a wide-screen at its Starlight, near Beardstown, Ill.

Trueman Rembusch was commended for his efforts as co-chairman, Committee Against Toll-TV, in a resolution passed by the Allied Theatre Owners of Indiana directors. . . . G. and G. Enterprises, owned by Ray Geraci and Harold Goldsmith, Jr., reopened the Calo with a flourish, after adding CinemaScope and other improvements. The "suburban policy" of single features is the vogue, with Wednesday family nights at which children are admitted free if accompanied by two adults.

Not to be outdone by the $400 million redevelopment of the historic Fort Dearborn area on the Northside, theatres in the southern and western sections of the city will also receive large benefits from the Chicago Housing Authority's contracts

Attendance Committee Set For Allied Meet

CHICAGO—A national attendance committee for the 1955 National Allied convention, to be held Nov. 7 through 9 at the Morrison Hotel, was announced by Jack Kirsch, president, Illinois Allied, who is general convention chairman. The convention will be held in conjunction with the TESMA, TEDA, and IPA trade shows.

Those charged with securing large turnouts to the convention from their respective areas are as follows: for Connecticut, Maxwell A. Alderman and Norman Bialek; Gulf States, Abe Berenson and F. G. Prat, Jr.; Indiana, William Carroll and Roy Kalver; Illinois, Abner I. Klein and Van Nomikos; Iowa-Nebraska, Elmer G. Huhnke and Al C. Myrick; Kansas-Missouri, Beverly Miller and Jay Wooten; Kentucky, Robert T. Enoch and E. L. Ornstein; Maryland, Stanley Baker and C. Elmer Nolte, Jr.; Michigan, Ernest T. Conlon and Alden Smith; Mid-Central, A. B. Jefferis and Paul E. Stehman; Mid-South, Dwight F. Blissard and J. A. West; New England, Norman Glassman and Edward W. Lider; New Jersey, Irving Dollinger and Wilbur Snaper; North Central, Benjamin N. Berger and E. L. Peaslee; Ohio, Horace Adams and L. F. Eick; Oklahoma, Bernard J. McKenna, Jr. and Earl Snyder; Eastern Pennsylvania, Ben Fertel and Sidney E. Samuelson; Western Pennsylvania, Harry B. Hendel and Morris M. Finkel; Rocky Mountains, Joe Ashby and Neil Beezley; Texas, Colonel H. A. Cole and Phil Isley; West Virginia, H. J. Gilbert and Don Schultz; Wisconsin, Sig Goldberg and Angelo Provinzano.

Advance interest in the combined convention and trade shows indicates record-breaking attendance for the meetings.

Controversy Still Rages On Ohio Censorship Bill

COLUMBUS, O.—Commendation from the Toledo Blade to Senator Charles Mosher for his leadership in the anti-censorship fight and the attack on the senator and the Independent Theatre Owners of Ohio from the Catholic Times emerged as an aftermath of the industry's successful fight to prevent passage of a new state censorship law.

The Blade editorially praised Mosher's "stubbornness" and said that, thanks to him, "Ohio has removed itself from that dwindling category of states" that still have censorship. The Blade said that "highly organized pressure" would have forced many Senators to vote for the bill against their convictions, had the measure come to the floor for a vote.

The editorial stated that the failure of the Senate to approve Senator Bartunek's measure to take the bill out of the Education Committee "strengthens the impression that they didn't really want to, and were glad that Senator Mosher's stubbornness gave them the opportunity to drop it in such a way that they could shift all the blame to him. . . . About the only purpose its passage would have served would have been to show that Ohio remains a state where a highly organized pressure group can set itself up as judge of what other people should and shouldn't be allowed to see on the movie screen."

The Times editorial said: "It's rather a sorry state of affairs when the Independent Theatre Owners of Ohio says it will do a good job in keeping . . . screens free of objectionable films following the failure of the Republican-dominated Ohio Legislature to give some protection . . . this group . . . must immediately be prepared to tell the people where they were when the flood of indecent movies came upon Ohio theatre screens after the lifting of censorship . . . And do they now expect citizens to believe that they will do any kind of censorship job If they were in no way effective before . . . what reason is there to put credence in their statement?"

The Legislature did, however, pass a new law providing stiff penalties for showing such films. Robert Wile, secretary, Independent Theatre Owners of Ohio, said it is the hope of "every decent, law-abiding exhibitor in the state that any theatre owner who violates the new law be subjected to prosecution and full penalties." Wile said the industry "doesn't need this kind of picture." He added that "there obviously could be no capricious prosecutions."

A fine of not more than $1000 and imprisonment for not more than six months, or both, are provided for violation of the section which forbids exhibition to minors under 18 of any film which is obscene or has a tendency to corrupt morals. Wile said the question of guilt would be decided by judge and jury in "the traditional American way."

"It has been our contention," said Wile, "that this law, which is all that 44 other states have, is sufficient to protect the public against indecency and all the other things that the advocates of censorship have wanted to protect it against. However, such pictures as 'Blackboard Jungle' could not be prosecuted under this law, not even, in the opinion of industry lawyers, under the now-dead Ohio censor law."

Wile told Ohio exhibitoirs that the Motion Picture Producers Association will protect them against any arrest for showing any picture which bears the Production Code Seal. "You run pictures which do not bear the seal at your own risk, unless the producer agrees to protect you," said Wile. "No protection such a producer offers will keep you out of jail, however, so you will have to be extremely careful about showing any pictures about which there is any doubt. What may be shown in one county with impunity, for lack of complainants, may be prosecuted in another county."

for 3,500 dwellings, mostly in blighted areas. Forty-seven acres are to be improved on the South Side, and about 30 on the West Side. "The projects will erase blight from sections pointed out as the nation's largest uninterrupted slums," said Gen. William B. Kean, CHA executive director. There are 21 different sites where the CHA will build the homes, all of which are potential theatre sites, too.

A clamper has been placed on several foreign art films by the police censor board, pressured by church groups. . . . The residents of suburban Evanston are happy over the reopening of the Evanston, formerly the Showcase, a legit which closed, and are showing their appreciation by attendance. Jack and Julius Kaplan, owners, put in a 42-foot wide-screen, the largest on the North Side. . . . Stanley J. Dumbroski was named Halfield manager. . . . Managers of three theatres at Bloomington, Ill., are fighting for removal of the four per cent amusement tax which nets the city $18,000 a year. . . . Mr. and Mrs. Russell Moro, Genevieve, Mo., are offering their Prairie, Prairie Du Rocher, Ill., for sale. . . . Robbers took an assorted $800 worth of equipment from the Eastern, Fort Wayne, Ind. Residents noticed a large truck parked in front of the theatre. . . . Howard Tontius closed for the summer his Fairy, Nappannee, Ind. A prolonged heat wave benefited the theatres. . . . Joe Grossman returned to H and K after a 12-year absence, and took over the chores at the Granada while veteran manager Roy C. MacMullen was on vacation. . . . The 66 Drive-In, Springfield, Ill., put in a 112-ft. wide-screen. . . . Phil Higgins was transferred by the Schoenstadt circuit from the Halfield, open only on weekends during the summer, to manager, the Harper. . . . Frank A. Beimer, 74, Majestic manager, Fort Wayne, Ind., from its opening in 1904 until 1927, when he left to manage the Shrine Auditorium, died. . . . William Rausch was named by Great States to manage the Princess, Joliet, Ill.

Cincinnati

Rube Shor, head, S. and S. Amusement Company, is general chairman here for the COMPO poll of movie audiences. Frank W. Huss, Jr., president, Associated Theatres, is chairman of the local committee. . . . Irritated by several recent burglaries of the office at Twin Drive-In, John Miller, manager, and two employes set up a nightly watch which paid off when they saw the thief break a window to enter a concession stand. Ordered to come out with his hands up, the thief started to run, but two shots fired by the employes quickly changed his mind. . . . National Theatre Supply is equipping two new drive-ins for late July openings. They are Ace-High Drive-In, Malta, O., Charles and George Barkhurst, owners, and one at Monroe, O., Charles Purvis owner.

Ed Schulman, Cleveland, and Louis Sher, Columbus, O., owners, Bexley Art, Columbus, have purchased the Waco, Huntington, W. Va., from W. B. Painter, and will convert it into an art house. . . . George Turlukis, Hamilton, O., exhibitor, has opened his new Valley Drive-In. . . . Rube Shor bought a house in Marmet, W. Va., from Harry McHaffie, and Bill Borack, Tri-State Theatre Service, will book and buy. . . . Ben Hathaway, formerly with the Chakeres Circuit, Springfield, O., is now a student booker at U-I. . . . Jack Webb is due Aug. 10 to bally his Warners film, "Pete Kelly's Blues. . . . Employes at 20th-Fox held an annual picnic at Mount Airy Forest.

Cleveland

Damage resulting to the Tri-Vale Drive-In, Coshocton, O., from dynamite explosions set by vandals, was not as great

as originally reported. After three days the theatre re-opened. . . . Jerome Reinhart has closed the Mozart, Akron, O. The property will be converted to parking space. . . . The Dueber, Akron, closed, with no re-opening date announced. . . . Jack Lewis, RKO salesman, and Peggy Holiday of this city, were married. . . . Irving Marcus, National Screen Service salesman, and chairman, entertainment committee, Cleveland Salesmen's Club, announced a private screening, followed by a Smorgasbord, at Harry Mamolin's Restaurant for July 16. He also announced that the annual July club picnic and baseball tournament has been postponed to some time in August.

Leo Jones, owner, Star, Upper Sandusky, O., is leaving shortly with his wife and two sons on a fishing trip. . . . Art Young, Paramount head booker, will celebrate his 50 years in the picture business the end of the month by retiring and moving to Florida. Industry friends are planning a farewell testimonial for him on July 25. . . . Jack Silverthorne, Variety Club chief barker, and manager, Hippodrome, was named a director of United Cerebral Palsy Association, Cuyahoga County. . . . Edward Richardson has resigned as manager, Granada, and is succeeded by Art Brown. . . . Tony Reinman was appointed head booker and office manager, Columbia, succeeding Anne Walker. . . . Leo Greenberger, owner and manager, Lower Mall, was commended by W. Ward Marsh, Plain Dealer movie critic, in his column for making cuts in "One Summer Of Happiness," showing "that the exhibitor is his own best censor."

Dallas

From a recent poll-count of the favorite sequences from "Cinerama Holiday," the women have chosen the bob-sled ride, and the men find the Cinerama jets more interesting. . . . Rex Reason, star of U-I's "This Island Earth," was in for interviews on radio and TV in connection with the opening at the Majestic.

Judge William McCraw, Texas Criminal Courts, was reappointed to the position of executive director, International Variety, last week. Judge McCraw or, as he is affectionately known to barkers throughout the world, "the Colonel," has held the post for the past few years. Last year he was appointed by Governor Allen Shivers of Texas to the bench and he temporarily relinquished the position. However, he has been so firmly attached to Variety that he volunteered to serve in an unpaid capacity as long as necessary. George Hoover, in accepting the Colonel's offer, said, "Variety is proud of Bill McCraw. He has been a distinct asset to us, and has not been a small factor in our continued growth. We are honored that he wants to continue this association."

Denver

C. U. Yaeger, Atlas Theatres president, has moved Eddie Specht from the city managership, Salida, Colo., to a similar position at Lamar, where he succeeds Lloyd Boreing, who resigned to become city manager at Fort Collins, Colo., for Fox Inter-Mountain Theatres. Fred Allusie, assistant city manager at Salida, was made city manager there. . . . Clarence Calland, who also owns the Iris, Edgemont, S. D., is building a 300-car drive-in there to open soon. Boasting a 40 by 80 feet steel tower, the drive-in is equipped with RCA equipment throughout, furnished by the Western Service and Supply. . . . Dave Davis, Atlas Theatres' general manager, went to Gunnison, Colo., to attend the reopening of the old Unique as the West. The theatre has been closed for a few weeks for modernization and the installation of CinemaScope. . . . Jack Fleming, assistant manager of the Centre, has been made manager, Ogden, succeeding Bill Low, who had resigned. . . . Betty Hall is back as secretary for Mayor Monsky, U-I branch manager, succeeding Paula Nolan, who went to Fort Worth, Tex., to make her home.

Robert W. Selig, division manager, Fox Inter-Mountain Theatres, has been re-elected to his eighth term as president, board of trustees, University of Denver.

Executives And Directors For Texas WOMPI Group

DALLAS—Lorena Cullimore, secretary, Columbia, has been elected president of the WOMPI, to succeed Maxine Adams, Frontier Theatres. Miss Cullimore was installed at a recent meeting, at which Miss Bess Morgan, president, Altrusa Club of Dallas, officiated. Other officers for the year include Loia Cheaney, Interstate, first vice-president and program chairman; Joyce Smith, Southwestern Theatre Equipment, second vice-president and membership chairman; Marie Russey, 20th-Fox, recording secretary; Louise Clarks, Trans-Texas Theatres, corresponding secretary, and Jo Bailey Allied Artists, treasurer. Flo Gann, U-I, Mable Guinan, RKO, Loeda Crawford, Republic, and Dorothy Mealor, Claude Ezell Theatres, make up the board of directors.

Jacksonville

Louis J. Finske became head of Florida State Theatres on July 1 as the fourth president of the state's largest circuit. He succeeded Leon D. Netter, Sr., who retired. The same day, Finske's associates at the FST home office honored him at a surprise luncheon in the Hotel Roosevelt, with LaMar Sarra, vice-president, serving as toastmaster. . . . U-I's local branch office won first-place honors among the company's Southern branches for its bookings during the Charles Feldman Drive, reported Oliver Matthews, chief booker. . . . Cliff Hardin joined the booking staff, ABC Theatrical Enterprises, after several months out of the industry. . . . Roy Smith reported that Herb Ochs has taken control of the 40th Street and Auto Park Drive-Ins, Tampa, from S. E. Britton.

Three new drive-ins are to be constructed in the Miami area by George Wilby, Wometco, and by George Hoover. . . . Here to lay plans for the Motion Picture Exhibitors of Florida's annual convention, at the Hotel Roosevelt, were Jerry Gold, MPEOF president, and his brother Louis, both of Pahokee. . . . The Pinecrest Drive-In was using an 80-foot aerial act, "The Great Carmita," to woo patrons away from competitors. . . . Jess Marlowe, manager, Beach, and Beach Drive-In, Jacksonville Beach, tied in with the police for good publicity. Traffic cops gave away theatre passes to Fourth of July motorists considered really safe drivers.

Los Angeles

The Sherwen Corporation, headed by Harold Wenzler, has taken over the Roxy, Glendale, Cal., which recently was shuttered by Grover Smith. . . . Services were held for Ida Rosenberg, 62, wife of Mike Rosenberg, executive, Principal and Pacific Drive-Ins. . . . In the anniversary department, Mr. and Mrs. Lou Berman, 101 Drive-In, are observing their 33rd, while the Jules Blands, the Alvarado, celebrated their 13th. . . . Las Vegas lured Saul Mohi, the Lankershim, North Hollywood, for a brief vacation. . . . Al Taylor, Paramount branch manager, left for New York for home-office planning conferences. . . . The Film Row Club of Los Angeles made a donation of plastic covers to the Budlong School for Handicapped Children. These covers, which were presented by Max Factor, Paramount sales manager, and Morris Kleinman, are used by the school with therapy mats. . . . The El Rancho Theatre, Moor Park, Cal., has been shuttered by John Hatcher. . . . A visitor here was Ernesto Rufino, head, Luzon Theatres, Philippines.

Miami

The 27th Avenue Drive-In had a big July 4 celebration, including a contest for women, with an automatic washing machine the prize, a father-and-son three-legged race, a "jalopy" giveaway, and square dancing for all patrons. . . . Comedian Jerry Lewis, in town for a convention, and his wife, entertained youngsters at the Miami Herald's Lend-a-Hand camp, showing his new film, "You're Never Too Young." . . . Wometco coowners Mitchell Wolfson and Sidney Meyer were out of town. . . . Leonard Allen, Paramount publicist, was in to handle the campaign for the Martin-Lewis starrer, "You're Never Too Young." . . . Judson Moses, MGM, was in to work on the "Cobweb" campaign. . . . Wometco employes cooperated in publicizing "The Seven Year Itch" when it opened at the Carib, Miami, and Miracle, by putting bumper strips, giving the picture's playdates, on their automobiles.

Minneapolis

A thief stayed for the late show at the neighborhood Rialto and, when everyone had left, used a claw hammer to break into the ice cream and soft drink machine. John McCashlin, manager, said the loss was undetermined. . . . A child-sized figurine of Davy Crockett was snatched from a display stand in the lobby of the Orpheum. The figurine belonged to a local clothing firm. . . . Milt Lipsner, branch manager, Allied Artists, Washington, was a Film Row visitor. . . . Ivan Fuldauer, MGM Midwest press representative, was in. . . . Oscar Morgan, Paramount short subjects and news manager, was in. . . . Leslie Bird, manager, Campus, an art house, was married to Shirley Loija at Sebeka, Minn. . . . Independent-

New Orleans WOMPI Thumbnail Sketches

Mrs. Gene Barnette, president, is a secretary, Bri-Mont Buying and Booking Service, and she is a member of the national extension committee, playing a great part in the arrangement of the national convention program. Last term she held the office of corresponding secretary. The first vice-president, Mrs. Ora Johnson, assistant in the production and planning department at MPA, is very active in civic work, especially in the Vieux Carre. Chairman of the WOMPI scrapbook, and a member of the national convention committee, she is also a board member and representative, ROMPA, the MPA club. The second vice-president, Miss Shirley Folse, United Artists, is very active in WOMPI programs. She is chairman, prize committee, and a member of the greeters committee for the convention, and was formerly service manager, NSS.

Mrs. Mary Kelly, reelected recording secretary, has participated in many social and service activities. A member of the registration committee, national convention, she is with the U-I exchange. Corresponding secretary, Mrs. Marie Berglund, is assistant service manager, MPA. Active in civic work, past president, treasurer, board member, and publicity chairman, ROMPA, she is also a member of the Business and Professional Women's Club, and is co-chairman, National Convention Committee. Mrs. Imelda Geissinger, treasurer, is head bookkeeper, Richards Center, a past board member, and a member of the registration committee for the convention.

The board of directors is headed by Miss Ruth Toubman, Southeastern, past first vice-president and a native of Canada, who recently became a U.S. citizen. Other directors are Mrs. Nathalee Odom, MGM, who is on the director's committee for the convention; Mrs. Mary Morris, Paramount, past chairman of the service committee; and Miss Elizabeth Bacon, United Artists' office manager, who is co-chairman, National Convention Committee.

Lippert reports building up dates on "Davy Crockett, Indian Scout."

The World, rebuilt to the four walls, and the Gopher, completely face-lifted, reopened. Ed Linder, manager, Gopher, had a radio show from the lobby reopening night. . . . The suburban Boulevard Twins recently got new seats, carpeting, and drapes, and a remodeling of the lobby.

New Haven

State and Hartford Civilian Defense officials, police, fire officers, and press representatives attended a screening of "Hiroshima" at the Parsons, as guests of Bernie Menschell and John Calvocoressci, the Community Amusement Corporation. Luncheon followed at the Hotel Bond.

Newington, Conn., drive-in men are breathing easier over the business potential of the Berlin Turnpike. Paul Amadeo, Pike Drive-In, and John Silverwatch, Hartford Drive-In, joined operators of gasoline stations, motels, restaurants, and bars along the Turnpike several years ago to campaign against a proposal to by-pass

Francis H. Hein, manager, Stevens Pictures, New Orleans, is a veteran of World War II and was recently named Commander, William H. Bauer Post, Veterans of Foreign Wars, for the 1955-56 term.

their section when the Wilbur Cross Parkway was extended northward beyond Meriden. Last week, the businessmen won their battle when Governor Ribicoff signed a new law ending the Wilbur Cross Parkway at Meriden. The original plan would have called for a non-business route over the parkway, and would have diverted traffic from the establishments.

John L. Cannon, Sr., before his retirement owner of the Cannon, died recently. . . . Dr. Jacob B. Fishman, president, Fishman Theatres, offered his four houses, the Howard, Lawrence, Dixwell, and Rivoli, for a theatre party to benefit the Register Fresh Air Fund. The Plasticrete Corporation, Hamden, will donate a 10-cent ice cream bar to those attending the show. . . . Irving Hillman, Roger Sherman, had a Pepsi-Cola Mickey Mouse Kiddie Show, with admission being bottle caps. . . . Bowl Drive-In had midnite show, with two horror films, July 3. . . . Manager Morris Rosenthal, Loew's Poli, set angles for "Not As A Stranger."

HARTFORD NEWS—Jack Leitao's plans for a Glastonbury drive-in hit another snag. The decision by State Police Commissioner John C. Kelly to grant approval for construction has been appealed to the State Supreme Court by two residents who own property near the site. They appealed to the Supreme Court a decision of the Common Pleas Court, which upheld the Zoning Board of Appeals, in that Building Inspector John Harry had erred in not granting a permit to Leitao. . . . Norman Bialek, Samson and Spodick Theatres, conduced his third annual Film Festival, featuring outstanding releases of recent seasons, at the Fine Arts, Westport. . . . Doug Amos, Hartford division manager, Lockwood and Gordon, set a July 20 opening for the Pix Drive-In, Bridgeport, now nearing completion.

Housing Project Theatre Set By Bluestone Group

NEW ORLEANS—A syndicate headed by Joel Bluestone completed plans for the construction of a modern air-conditioned 800-seat theatre in the St. Bernard Housing Project. The theatre will cater only to colored patronage. It will feature a wide screen, the latest in CinemaScope equipment, and a large modern concession stand which will be in operation from early morn to late at night. It will also boast a large area for parking.

Bluestone is well known in the film circle here. For the past five years or so he has been operating a buying and booking exchange, which bears his name, also distributing 16mm. film used on ships and trains. Prior to that he was on U-I's sales staff for a great number of years. Among others interested in the new project are merchants in the immediate vicinity.

Tight Bingo Laws Set By Connecticut

NEW HAVEN—New Bingo laws to go into effect in Connecticut next week will provide tight controls and state police will have wide powers to enforce them, with violation bringing a stiff penalty of fines up to $500, and up to six months in prison. Cash and liquor prizes will be done away with, and accurate records must be kept. The only organizations permitted by law to operate the games will be veterans, church, religious, civic, or fraternal associations, educational and charitable groups, or a recognized volunteer fire company.

The law stipulates that the games must be operated without profit for the sponsoring group membership, and applications for permits to operate must be made to the chief of police or to the selectmen of towns on forms provided by the state police. Within 30 days after games are played under one-day permits or, in the case of annual permits, by Feb. 1 of each year, the sponsoring group is required to furnish an affidavit showing the amount of the gross, the date and place of operation, the number of games, a list of prizes stating the amount paid for them or the retail value if donated, expense and expenditure items, and the net profit and its disposal. A duplicate of the affidavit will be held in state police headquarters for public inspection. The sponsoring organization will have to keep records to substantiate the affidavit under penalty of perjury.

In those communities where Bingo is prohibited now, five per cent of the electorate can petition the legislative body to submit the question to the electors at a special meeting within 21 days of the receipt of the petition. The vote would have to be taken on voting machines.

New Orleans

The Joy Drive-In, Milton, Fla., which has been closed for several months, reopened under the management of Harold Authenreith. . . . A thief entered the booth at the Palm Drive-In, Pensacola, Fla., and struck ticket seller Fred Brown, 17, on the head with a bottle, inflicting a bad cut and robbing him of more than $150. . . . Dixie Theatres closed the subrun Rex, Hammond, La. . . . Russell Elliot reopened the Hi-Way Drive-In, Bay St. Louis, Miss. . . . William H. Sudor, Army Motion Picture Theatres, asked Transway to resume service to Theatre No. 1, Camp Polk, La. . . . Roy C. Thibodeaux, who closed his new Dixie, Lewisburg, La., a few weeks after opening because he couldn't wean the townfolks from television, must have discovered a remedy, as he has scheduled July 29 for reopening. . . . Mrs. L. Thibodeaux shut-

Seen above are the newly elected officers and directors at the recent installation dinner of WOMPI for the 1955-'56 term held in the Cotillion Room at the Jung Hotel, New Orleans. Front row, left to right, Mrs. Mary Kelly, recording secretary; Mrs. Marie Burglund, corresponding secretary; Mrs. Ora Johnson, first vice-president; Mrs. Gene Barnett, president; Miss Shirley Folse, second vice-president; and Miss Imelda Geissinger, treasurer; and, back row, board members Miss Rolande Guma, Mrs. Connie Aufdemorte, Miss Hazel Schwarz, Mrs. Nathalee Odom, Miss Ruth Toubman and Miss Elizabeth Bacon. Mrs. Mary Morris, another member of the board, does not appear.

tered the Morse, Morse, La. . . . Olin Evans wired Transway that he was compelled to suspend operation at the Moonlite Drive-In, Evergreen, Ala., because a storm severely damaged the screen tower. . . . Max Connett advised that the M. A. Connett Theatres, Newton, Miss., acquired ownership of the Strand, Kisciusko, Miss., which was a unit of Strand Enterprises, Memphis. . . . R. S. Price reopened the Rex, Osyka, Miss., previously owned and operated by N. Erdy, Fox Theatre Company, Livingston, La. . . . Frank Pasqua closed the Gonzales, Gonzales, La., because of drive-in competition.

The curtain went up on something new in the motion picture presentation when three-first-run pictures opened day and date in a downtown theatre, various drive-ins, and neighborhood theatres. . . . The N. Solomon Theatres, McComb, Miss., headed by T. G. Solomon, have taken over the operation of the Star, Natchez, Miss., from Charles P. Morel. The Solomon circuit also acquired the Warrington Drive-In, Warrington, Fla., from S. E. McDaniel, operator of drive-ins at Marianna, Fla. . . . Branch manager William Holliday, Paramount, attended the company meeting in New York. . . . Harold Cohen and Joy N. Houck went to Atlanta to seat a new manager at the Howco exchange replacing Roy Nicaud, who resigned.

Robert W. Coyne, special counsel for COMPO, recently announced the appointment of Abe Berenson, president, Allied Theatre Owners of the Gulf States; Gaston J. Dureau, Jr., president, Paramount Gulf Theatres; and C. J. Jimmy Briant, MGM branch manager, as exchange area co-chairmen for the Audience Awards election to be held Nov. 17-27. The three will ccordinate poll activities. The industry-wide meeting was held at the Jung Hotel, and Pat McGee, general manager, Cooper Foundation Theatres, Oklahoma City and Denver, was the guest speaker.

New York

Arthur Rosen, assistant to the production vice-president, Stanley Warner Corporation, was married last week in Paris to Miss Helene Weiss, daughter of Mr. and Mrs. Joseph Weiss, of Paris. Civil and religious ceremonies were followed by a wedding reception in the Hotel Continental. The bridegroom's father, Samuel Rosen, SW executive vice-president, Mrs. Rosen, and other members of his family, were present for the occasion.

Mrs. Rebecca Holtzman, Bronx, N. Y., was awarded a $50 Savings Bond first prize in a Warners' "The Sea Chase" limerick contest conducted by the Paramount. Additional prizes of guest tickets have been mailed to the 25 writers of the next-best last lines of the limerick.

Mr. and Mrs. Walter Reade, Jr., Red Bank, N. J., and New York City, announced the birth of a baby girl, Wendy, at Doctor's Hospital, New York. Reade is president, Walter Reade Theatres, Oakhurst, N. J. . . . Jerry Winters, television and motion picture producer and director, was married to Rhoda Spechler, Miami Beach, Fla. Winters' first theatrical film, "Herman Melville's Moby Dick," a Burstyn release, is currently at the Paris.

Albert A. Senft, 59, president, Sterling Poster and Display Company, and three-term president, New York Cinema Lodge of B'nai B'rith, died in his Atlantic Beach home here last week, following a heart attack. Funeral services were held at the Riverside Memorial Chapel. Senft is survived by his widow, Annette, a son, David V., a brother, and a sister.

Philadelphia

The Harrison-Friedman-Ball interests plan to build a drive-in at Exton, Pa., at the intersection of Lincoln Highway, Route 30, and Route 100. Route 100 is the main highway, four miles to West Chester on the north, and 19 miles to Pottstown on the south. The operation will be supervised by Stanton H. Friedman. . . . Joe Engel corrects us and says it was five years instead of three that Exchange Finance Corporation celebrated recently. . . . The second group of Variety Club Tent 13 campers leave for the camp on Aug. 1, and a camp outing is planned for Aug. 7, when visitors will see the camp in operation and enjoy a delicious dinner. . . . Settlement has been made by Loew's, Inc., New York, for the two-story film exchange building at 244-52 North 13th Street, purchased through J. Solis-Cohen, Jr., from B and B Realty Company for $185,000. The property, with a frontage of 93 feet on North 13th Street and a depth of 112 feet to Clarion Street, will be used as a film exchange building by MGM at the expiration of the present lease with RKO.

Charles Judge, manager, Trans-Lux, and Trans-Lux World, was confined in Women's Homeopathic Hospital with virus. . . . Henry Rosinsky, 63, owner-operator, New Broadway, died at his home. . . . In Lancaster, Pa., Bert Leighton, manager, Grand, was recuperating from an operation.

New Jersey Messenger Service is moving from its 21st and Jefferson Streets terminal and its office at 235 N. 13th Street to a new combined terminal and office at 305 North 12th Street, Philadelphia, where better service awaits all customers. The new telephone number is LO 3-3945.

The Mid-Valley Drive-In, Carbondale, Pa., managed by Al Farrell, had his double feature performances punctuated

Neighbors Hit New Ozoner With Extra Charges In Suit

LANCASTER, PA.—Property owners Clarence and Ethel Reinhold last fortnight added more charges to a suit originally brought last month against By-Pass Theatres, Inc., operators of the new Comet Drive-In along Route 230 bypass, and Martin Brothers, builders of the ozoner. They now charge that the lights and noise from the open theatre endanger the well-being of their cattle and jeopardize their supply of milk. In the initial complaint, before the drive-in opened, the Reinholds sought an injunction to have their land, which they alleged was unlawfully entered and damaged in the installation of a drainage pipe for the theatre, restored to its original condition. They also seek compensating damages.

Hope Visit Pays Off At Reading Boxoffice

READING, PA.—Bob Hope's visit came off on schedule, with no mishaps. He arrived at noon by Textile Machine Works private plane; attended a luncheon with the Cerebral Palsy Committee at the Berkshire Country Club; after which he engaged in a round of golf before a gallery estimated at 1200 to 1500 people. He then left the club in appropriately bannered Chevrolets with both state and local police sirens whooping it up, and went to the Astor. Press and radio interviews were made, and Hope did his stage appearance in connection with "The Seven Little Foys." With the motorcade parked in front of the theatre, traffic was completely and thoroughly tied up on Penn Street. Hope then went to the airport for his flight to Harrisburg. Both newspapers came through with many publicity breaks, and the picture was most always tied in. Radio and TV stations cooperated fuly in advance, and announcement's were made over the public address systems at sporting events, such as the Reading Indians ball games and the automobile races, while bus company tieups, window cards, and other media furnished many plugs. A great number of people saw him, the whole town seemed to be Bob Hope-conscious, before and after. His visit paid off at the boxoffice and the picture got off to a good start.

by a fabulous fireworks display over the long holiday weekend, and the Ideal Drive-In had a "Dusk To Dawn" marathon, with free coffee and doughnuts available. . . . James B. McKinney, assistant treasurer, Comerford Theatres, Inc., last week was installed as treasurer, Scranton, Pa., chapter, National Association of Cost Accountants, at its outing at Elmhurst Country Club. . . . Landy Campbell, Capitol, affiliated with show business for 50 years, and a great personal friend of the late M. E. Comerford, as well as of many screen luminaries, was the subject of a newspaper story, complete with many pictures, in the amusement supplement of The Scranton Times. . . . "An Annapolis Story" evoked much comment at the Riviera, Scranton, when manager Neil Conway, with the cooperation of the Naval Recruiting Office, procured photographs of about 100 area young men who entered the Navy recently, and arranged an interesting lobby display of them. In addition, Conway secured several fine replicas of Navy fighting ships and jet planes, as well as numerous Navy flags, to complement the display.

Firemen were called to the Trans-Lux World to investigate gray clouds of smoke which filled the auditorium due to the air conditioning unit becoming a heat wave casualty. Fortunately, the incident occurred at a time the theatre was not in operation. . . . Marshall Seidman, brother-in-law to Columbia sales manager Dave Korson, has been appointed an assistant district attorney. . . . It's Warner branch manager Charles Beilan's "week," Aug. 21 to 27. . . . Industryites were invited to join in a fund-raising campaign to elect Victor H. Blanc district attorney on the Democratic ticket. A. Irving Witz is treasurer. Anyone wishing to make contributions to this fund should send checks to Witz at 223 North Broad Street. . . . It was learned in the Harrisburg area that the only theatres in the towns of Stewartstown, Pa., Millrow, Pa., and Millerstown, Pa., had closed last week. . . . Melvin L. Heinbach and associates have bought 75 per cent interest in the Community Television Corporation, Reno, Nev. Heinbach is owner of the Star-lite Drive-In, Brandonville, Pa., and the Pocono Drive-In, Stroudsburg, Pa. He plans to sell the Starlite and move to Stroudsburg, Pa., early next year, spending his summers there and his winters on the west coast.

Abraham A. Dubin, 63, an IATSE projectionist at the Arcadia for 27 years, died in Veterans Administration Hospital, Wilmington, Del. He was a Navy veteran of World War One. He is survived by his wife, two sisters, and two brothers.

Pittsburgh

Barbara Silver, daughter of Mr. and Mrs. Maurice (Moe) Silver, and Jacob Hersh Deutschmann were recently married in the home of the Stanley Warner circuit zone manager. . . . Harry G. Rupp, 61, Film Row's oldest employe in point of service, recently passed away. He had been with U-I for 40 years. . . . Joseph Silverman, son of Isaac Silverman, veteran Altoona, Pa., exhibitor received his Bachelor of Arts degree at Cornell University. He will enter the Pittsburgh University Medical College in September.

Circuit Charges Conspiracy In Distributor Anti-Trust Suit

SHAMOKIN, PA.—Buckley Amusement Enterprises, owners of theatres here and in neighboring communities, last week filed an anti-trust suit in the Federal District Court against the eight major film distributors, as well as American Broadcasting-Paramount Theatres, and its subsidiary, Penn Paramount Corporation, seeking to collect treble damages in the amount of $2,400,000 as the result of an alleged conspiracy to prevent the Circuit from obtaining first-run product.

The Buckley firm asserts it has been relegated to an inferior position as the result of the conspiracy, and compelled to wait until favored theatres in other cities have played the motion pictures, citing the period from 1937 to 1950, when the distributors were allegedly partial to theatres owned and operated by the Comerford-Publix circuit, then a Paramount subsidiary. The suit seeks, finally, an order requiring the defendants to license product to Buckley on an early run to provide local residents with new entertainment.

. . . V. L. Doc Wadkins, Manos Circuit booker, while on vacation with his wife and daughter, suffered a stroke and was confined to the Grace Hospital, and then moved to the Medical Center in Richmond, Va. . . . George Tice and George Saittis, Twin-Hi-Way Drive-In, announced an early opening for their new drive-in, which will be called the Woodland Drive-In. . . . Myrtle Militzer, with the Warner and Stanley Warner organization for over 25 years, has resigned to take the office managerial post for Buena Vista, under Leonard Mintz, who was a former UA branch manager here several years ago. . . . Mrs. Eleanor Larkin, is resigning at Screen Guild to await the stork. . . . Audry Esselmeyer, Warners contract department, and Paul Youkers were recently married. . . . Claire Neiderberger, RKO head booker, recently took a leave of absence due to the illness of her mother. . . . Strand, Dunbar, Pa., has closed. . . . Sally Cowell, widow of Tommy Cowell, will continue operation of all of Cowell's businesses including the drive-in in Erie, Pa.

Variety Club named David C. Silverman, local RKO branch manager, and William Finkel, Sam Speranza, and Ray Scott to a special Camp O'Connell committeee to arrange family nights at the camp every Wednesday during the 10 weeks of its operation. According to I. Elmer Ecker, chief barker, all sorts of entertainment will be offered.

Felton Pinner, SW circuit maintenance director, his wife, and daughter, went to Cody, Wyo., to attend the marriage of Felton, Jr., to Wiona Morrison. . . . The new Tri-State Drive-In, Slovan, Pa., opened recently. . . . A wide screen and anamorphic lenses have been installed at the Hiland, Natrona Heights, Pa. . . . Both Paul Blumer, SW Harris, Tarentum, Pa., and Dick Klein, SW Liberty, New Kensington, Pa., won war bonds for showmanship at their respective theatres.

St. Louis

Motion pictures were taken at the recently completed South Side Day Nursery, to be worked into the national movie that will feature the Heart Fund activities of the Variety Clubs.

Exhibitors in the territory can be depended on to cooperate in the National Audience Awards Poll, it was indicated at a meeting in the Fox screening room, with David G. Arthur, head, booking department, Fanchon and Marco-St. Louis Amusement Company, presiding in the absence of his brother, Edward B. Arthur, general manager of the circuit, one of the three exhibitor co-chairmen for the campaign. . . . Frank Plumlee, Edwards and Plumlee Theatres, Farmington, Mo., said that the poll is something that theatre owners have needed for a long time. . . . The Lincoln, Kinlock Park, Mo., owned by Charley Goldman and Jules Leventhal, which was dark for two months, reopened with a new wide-screen, and

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facilities for CinemaScope and VistaVision. . . . The Grand, Sullivan, Ill., which was closed for a month was reopened. . . . The Wayne, Wayne City, Ill., owned and operated by Arlie O. Choate, closed because of Choate's health and poor boxoffice. . . . The Palace, Johnston City, Ill., managed by Stewart Cluster, co-general manager, Cluster Circuit, was closed. . . . The Frisina, Taylorville, Ill., was to be closed. . . . The Illinois, Belleville, Ill., a unit of the Fox Midwest Circuit, was closed for the summer. . . . The Liberty, Murphysboro, Ill., a unit of the Marlow Amusement Company which was heavily damaged by a fire last year, may be ready for reopening in August, John Marlow, general manager of the circuit, stated recently. . . . The construction of the Jablonow-Komm Theatres $250,000 Shop City Drive-In, East St. Louis, Ill., will be held up by a strike of AFL carpenters and sheet metal workers in southern Illinois. . . . Lester R. Kropp, co-general manager, Fred Wehrenberg Theatres Circuit, and president Missouri-Illinois Theatre Owners, has been suffering from a virus infection. . . . The last possibility that the proposed Kilgore Drive-In would ever materialize faded completely with the sale of the 13-acre tract of land by the Kilgore Amusement Corporation, headed by William Kilgore, to business interests who plan to erect a warehouse on the land.

San Antonio

The annual "Alec Guinness Festival" was held at the Josephine, operated by Tom Summers. Each film was selected by request. . . . Raymond B. Willie, general manager, Interstate Theatre Circuit, Dallas, presented a pair of fancy cowboy boots to Bob Hope when the comedian recently was here in behalf of his latest film, "The Seven Little Foys." . . . Several drive-ins are now accepting Interstate discount cards. Some are also accepting passes from the other drive-ins, to bolster their business. . . . San Antonio will soon have its fourth television station with the grant made to the Mission Telecasting Company, for a station to operate on Channel 12. The grant will become final if no objections are made by the Walmac Company, which also applied for the channel. . . . The Dusk Drive-In, Georgetown, Tex., has installed a new CinemaScope screen. . . . The Christian Drive-In has been opened, Kilgore, Tex. It features religious motion pictures with free admission. . . . S. J. Hodge, manager, H and H Drive-In, Stamford, Tex., installed a new wide-screen and CinemaScope. . . . Howard Stribling purchased the Slaton and Caprock Drive-In, Slaton, Tex., from the Frontier Theatres Circuit. Stribling was formerly manager, Sky Vue Drive-In, Slaton. Before that, he was city manager for Frontier in New Mexico cities, and at Denver City, Tex.

Bob Hope narrowly escaped serious injury while here recently when he fell through a glass table in the Menger Hotel patio while entertaining members of the press, radio, and TV. Clowning around, Hope leaped to the top of the table, which a cloth prevented him from seeing was glass, and he fell through, receiving a laceration of the ankle. However, it did not interfere with his appearance at the Majestic, to promote Paramount's "The Seven Little Foys." While in Austin, Tex., prior to coming here, Hope played a golf match with Governor Shivers which netted $2,500 for Cerebral Palsy.

Rex Reason was in town in conjunction with the opening of U-I's "This Island Earth" at the Aztec. . . . Abe Yeager, who retired from the staff, San Antonio Light, some months ago, will probably take a hand in the production end of the forthcoming Warners film based on the life of the pioneer airman, Billy Mitchell. . . . A drive-in air-conditioner has been developed by the A. R. A. Manufacturing Company, Fort Worth, Tex., which can be mounted on a stand beside a parked car. Two tubes are attached to the car window, one feeding cool air, the other pulling used air out. In the winter, warm and dehumidified air is fed into the car. . . . C. E. Barnes, manager, Palace, Plano, Tex., instituted a Saturday cash night. Barnes recently purchased the Palace from Roy Muse. . . . E. W. Buckalew installed RCA projectors in his Edgewood Drive-In, St. Augustine, Tex. Installation was made by the Southwestern Theatre Equipment Company, Houston. . . . Russell Rindy, manager, Tower, Houston, has been named assistant city manager, Interstate Theatres, Houston, replacing A. D. Deason, who went to the circuit's home office, Dallas. Al Lever, city manager, Interstate, has made several other staff changes. These include Ross Vallone, from manager, Eastwood, to manager, Tower; Hank Hannington, from manager, Santa Rosa, to manager, Eastwood; John Ellis, from manager, Wayside, to the Santa Rosa, and Oliver Klaus, from assistant manager, Majestic, to manager, Wayside.

Seattle

Dismantling of the old Liberty was begun recently. The 1600-seat house was one of the oldest, and among the first, major theatres erected in Seattle. Will J. Conner, general manager, John Hamrick Theatres, of which the Liberty was a unit, said the equipment will be moved to other houses in the chain. The company's lease on the house expired, and for the past year the theatre has been closed due to lack of product. The building is owned by Theatres, Inc., which has not yet formally announced future plans.

Charles H. Newman, 74, retired theatre manager, died recently at the home of his sister, Mrs. Helen Munger, with whom he resided since his return to Seattle nine months ago. Entombment was made in San Francisco. Newman was born in Victoria, B.C., and in 1907 he became treasurer of the Moore when it was opened by John Cort. When the Cort was opened in San Francisco in 1911, he became treasurer, and later resided in Salt Lake City, where his twin brother, Frank, who died several years ago, was manager of the Pantages.

Washington

District Commissioner Robert L. McLaughlin was made an honorary member of Variety Club of Washington, Tent No. 11, and was presented with his membership card at a luncheon with the board of governors. . . . Co-Chairmen Sam Galanty, George A. Crouch, and Albert W. Lewitt selected Aug. 26 for the Variety Club golf tournament and dinner dance, at the Manor Country Club, Norbeck, Md. . . . The Variety Club membership committee approved the following for membership: Lou Poller, president, station WARL, Thomas B. Jones, program director, station WTOP, the Honorable Joseph C. Nickels, assistant chief industrial engineer, U. S. Post Office Dept., associate member. The entertainment committee, under chairman Hirsh de La Viez, is planning a Variety Club party on July 23.

In connection with the third anniversary celebration of the Super Chief Drive-In, the first 100 patrons received a Hostess Cake. For the kiddies there was an ample supply of lollypops. On the last night, hundreds of dollars worth of merchandise, such as electric toasters, wallets, fishing rods and tackle, and other valuable prizes, were given away. . . . The Portuguese Ambassador and his family were guests of the Roth's Plaza management for a recent showing of "Cangaceiro." The house received some nice news breaks in the Latin American newspapers in Washington, circulating throughout the East. . . . Cinerama played host to a party of 75 new citizens, sworn in at the District Court.... Joseph Kronman, MGM office manager, has been appointed to the board of governors of one of the largest synagogues in the city. . . . The Park, Lexington Park, Md., is being used by a Lutheran congregation as a church until their new building is completed.

BALTIMORE NEWS—Rodney Collier, manager, Stanley Warner's Stanley, is receiving condolences upon the death of his mother, Mrs. Theresa Collier, who died in Washington. Collier is a former chief barker, Baltimore Variety Club.

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SECTION TWO
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ALLIED ARTISTS

Spy Chasers (5522)

COMEDY
61M.

ESTIMATE: Average series entry.

CAST: Leo Gorcey, Huntz Hall, Bernard Gorcey, Leon Askin, Sig Ruman, Veola Vonn, Lisa Davis, David Condon, Bennie Bartlett, Richard Benedict, Frank Richards, Linda Bennett. Produced by Ben Schwalb; directed by Edward Bernds.

STORY: Because Bernard Gorcey has a brother who was a general on the staff of King Sig Ruman of Truania, now in exile in the U. S. with daughter Lisa Davis, he is asked to await a message from Truania which would announce that it was safe for Ruman to return to the throne. Unbeknownst to all, "Loyal" followers Colonel Leon Askin and Lady Veola Vonn are in the pay of the dictator regime in power and keep an eye on Ruman hoping to trap him into returning. The Bowery Boys learn the identity of the villains but can't prove it. Their diligent plotting and counterplotting results in saving Davis from kidnapping, upsetting Askin's plot and getting the right information to Ruman, who rewards them with medals, etc.

X-RAY: Containing the usual nonsense with a little less action than is to be found in the predecessors, this latest in the series should be accepted by followers of the "Boys." The story is fair as is the acting, direction, and production. Bert Lawrence and Jerome S. Gottler are responsible for the screen play. It's for the lower half.

AD LINES: "Spies And The Bowery Boys Don't Mix As The Secret Agents Find Out To Their Dismay"; "The Bowery Boys In Action"; "They're Fast And Furious As They Rescue A King And His Pretty Princess And Get Rewarded In The End."

Wichita (5520)

WESTERN
81M.

(CinemaScope)
(Print by Technicolor)

ESTIMATE: Well-made, interesting western.

CAST: Joel McCrea, Vera Miles, Lloyd Bridges, Wallace Ford, Edgar Buchanan, Peter Graves, Keith Larsen, Carl Benton Reid, John Smith, Walter Coy, Walter Sande. Produced by Walter Mirisch; directed by Jacques Tourneur.

STORY: Joel McCrea as Wyatt Earp approaches Wichita, looking to invest in a business and maybe settle down. He comes across a herd of cattle owned by Walter Sande, and when he sleeps, Lloyd Bridges and an associate try to steal his money, but he is too fast for them. In town, he frustrates a bank holdup and is offered the job of marshal by banker Walter Coy and Mayor Carl Benton Reid but turns it down. He makes the acquaintance of editor Wallace Ford and his young assistant, Keith Larsen, and a friendship forms. Since the town is wide open to attract cattle for shipment via the newly laid railroad track back east, the cowboys let off steam with plenty of gunplay. When a child is killed by their bullets, McCrea takes on the job of marshal and enforces a rule that no one is to carry a gun. Coy turns against him fearing he will drive business away, but he and Vera Miles, Coy's daughter, become friends. Another merchant, Edgar Buchanan, tries to hire gunmen to kill McCrea, but winds up trying to get his brothers, John Smith and Peter Graves, to kill him. Buchanan is driven from town. Seeking revenge, he hires Bridges and his partner to do the job. Their bullets accidentally kill Coy's wife, but McCrea gets them while Coy kills Buchanan. McCrea weds Miles.

X-RAY: Fast moving, with suspense, action aplenty, and containing an interesting yarn that holds up pretty well throughout, this entry should satisfy most fans who are action addicts. McCrea is good in the lead, and the use of color and CinemaScope should prove of assistance. Direction and production are in the good category. Given some support, the results on this could be better than average. The story and screen play are by Daniel B. Ullman.

TIP ON BIDDING: Fair program rates.

AD LINES: "The Story Of A City Built On Action And Gunplay"; "He Had A Job To Do And No One Would Stand In His Way"; "They Tried To Kill Him Once . . . But That Was Once Too Many."

COLUMBIA

The Man From Laramie

WESTERN
104M.

(CinemaScope)
(Color by Technicolor)

ESTIMATE: High rating western.

CAST: James Stewart, Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol, Aline McMahon, Wallace Ford, Jack Elam, John War Eagle, James Millican, Gregg Barton, Boyd Stockman, Frank de Kova. Directed by Anthony Mann; a William Goetz production.

STORY: James Stewart arrives in New Mexico because he has a load of supplies in his wagon for Cathy O'Donnell and her store, and secondly he is after the man who sold guns to the Apaches who in turn killed his brother, a young cavalryman. On leave from the Army, he plans to kill the man when he finds him. Accompanying him is Wallace Ford, who has taken a fancy to Stewart. When he tries to load his empty wagons with salt, he is attacked by a force of men led by Alex Nicol and whipped and warned to get off the property owned by Nicol's father, Donald Crisp. He catches up with Nicol and gives him a deserved beating. Crisp offers to pay the damage. Stewart is befriended by Aline MacMahon, rival ranch owner and one-time sweetheart of Crisp, who helps get him out of jail when he is framed for a killing. He goes to work as foreman for her. Crisp warns his foreman, Arthur Kennedy, to keep an eye on Nicol and keep him out of trouble. Stewart is attacked by Nicol and his men, and when he wounds Nicol in the hand, the latter has Stewart held and wounds him similarly. Nicol tries to advise the Apaches to come get the guns he and Kennedy have gotten for them. Kennedy tries to argue him out of it, and when he fails, he kills him. Stewart is suspected. The half-blind Crisp tries to shoot Stewart but fails. A check of the accounts convinces Crisp that Nicol may have been involved in running guns to the Indians. When he tries to find the cache with Kennedy, the latter is forced to shove him over a cliff. He survives the fall but is blind. He tells Stewart that Kennedy tried to kill him and that he is probably responsible for Nicol's death as well as for supplying the guns to the Indians. Kennedy tries to summon the Apaches. Stewart forces him to destroy the weapons and leaves him to the Indians who kill him. He bids O'Donnell farewell and asks her to look him up at Fort Laramie on her way east, McMahon gets a chance to care for Crisp, whom she has loved all along.

X-RAY: Lots of action, some shots that will cause the squeamish to look elsewhere, an interesting yarn that holds up well throughout, colorful settings, good performances, particularly by Stewart, and better direction and production seem to insure better results for this entry. With a little selling it could give a good account for itself. It has many interesting facets, and fans who like action as well as taut drama should be satisfied with the result. The screen play is by Philip Yor-

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dan and Frank Burt, based on the Saturday Evening Post story by Thomas T. Flynn. A song, "The Man From Laramie," can be heard as background music.

TIP ON BIDDING: Higher bracket.

AD LINES: "He Came One Thousand Miles To Kill Someone He Had Never Met"; "One Of The Most Powerful Stories The Saturday Evening Post Ever Printed"; "The Man You'll Never Forget In An Action-Packed Adventure Yarn."

RKO

Pearl Of The South Pacific (515)

ADVENTURE DRAMA
86M.

(Technicolor)
(Superscope)

ESTIMATE: Okey programmer.

CAST: Dennis Morgan, Virginia Mayo, David Farrar, Basil Ruysdael, Lance Fuller, Murvyn Vye, Lisa Montell. Produced by Benedict Bogeaus; directed by Allan Dwan.

STORY: South Pacific sea-trader Dennis Morgan, his partner, David Farrar, and adventuress Virginia Mayo set out on a schooner in search of black pearls on a remote island. The embittered and selfish trio finds the island an unspoiled paradise controlled by white priest Basil Ruysdael, who wishes to protect the natives from the evils of the outside world. He refuses to let them come ashore, suspecting their motives, but his son, Lance Fuller, eager to see the world, prevails on him to allow Mayo on the island, disguised as a missionary. She is distrusted by Ruysdael and the natives, but wins the affection of Fuller, who reveals that a horde of black pearls are hidden at the bottom of a forbidden lagoon, guarded by an octopus. Against his father's orders, he allows Morgan and Farrar to come ashore. They supply him and other natives with rum and, when he finds the group intoxicated, Ruysdael has a stroke, which is considered an evil omen. Fuller, in love with Mayo, decides to break the taboo of the lagoon by killing the octopus, taking the pearls, and fleeing with the whites to the outside world. He delivers some pearls to Farrar, who stabs him. The natives rise against them, and Farrar is killed in the ensuing battle. Morgan escapes, and Ruysdael recovers in time to save Mayo from being put to death. Realizing the whites have changed, Ruysdael allows them to stay on the island for good. Fuller returns to his native fiancee when Mayo realizes she is in love with Morgan.

X-RAY: Technicolor and Superscope help considerably to enhance the interest of this standard entry. The tropical landscapes are satisfying, if not unusual, and the photography is good. However, the story lacks its promised excitement, and the dialogue and direction are only fair. The exotic setting helps.

TIP ON BIDDING: Program price.

AD LINES: "A Thrilling Tale Of Adventure And Treasure In The South Pacific"; "They Went For Treasure, But Found Each Other"; "A Tough Trio Meets Fate In Paradise."

20TH-FOX

House Of Bamboo (516)

MELODRAMA
102M.

(CinemaScope)
(Color by De Luxe)
(Filmed in Japan)

ESTIMATE: Highly interesting meller .

CAST: Robert Ryan, Robert Stack, Shirley Yamaguchi, Cameron Mitchell, Brad Dexter, Sessue Hayakawa, Biff Elliott, Sandro Giglio, Elko Hanabusa, Harry Carey, Peter Gray, Robert Quarry, De Forest Kelley, John Doucette. Produced by Buddy Adler; directed by Samuel Fuller.

STORY: A freight train guarded by American and Japanese soldiers is halted and held up with a shipment of guns and ammunition stolen after an American guard is killed. The Japanese police, represented by inspector Sessue Hayakawa, and U. S. Army Intelligence, represented by Captain Brad Dexter, work on the case. A clue develops in the person of an American who turns up shot with some of the stolen ammunition by his teammates when he is wounded during a hold-up. The only clue gathered from him before he dies is the name of his secret wife, Shirley Yamaguchi, plus a letter from an American ex-convict friend who expects to join him upon his release from jail. Later, seedily dressed, Robert Stack debarks from a small steamer and locates Yamaguchi, who fears he is about to kill her as her husband was killed. He convinces her that he is her former husband's awaited friend. Without funds, he tries to exact protection from some of the gaming parlors in Tokyo, but this rates him an introduction to Robert Ryan, who warns him off. He is framed and taken to the police station where a check shows he has a bad record, at which point Ryan has him hauled back and offers him a part of his set-up, now sure that his criminal past entitles him to the spot. He meets with Dexter and Hayakawa and reports to them and later, to justify his delay, he tells Ryan he was with Yamaguchi, who reluctantly backs him up after some violence. Later she agrees to help him by coming to live in his quarters as his "kimono" to cover his activities. It develops that Ryan runs a gang of ex-GI's on a semi-military basis which robs, pillages and kills as necessary. A job is called off at the last minute because Ryan's undercover contact at police headquarters discovers Stack's identity. Ryan endeavors to set a trap whereby the police will kill Stack. This backfires, and he and his henchmen are killed as most of the city's population watches. Stack and Yamaguchi are free to carry on as two normal people in love, with his real identity as a Sergeant in the Army established.

X-RAY: Considerably aided and abetted by the authentic scenes and settings of the city of Tokyo and Japan, which are extremely interesting in themselves, this entry develops into a fast-moving, interesting meller that should please most fans seeking this type of entertainment. The cast does a good job, and the direction and production are in the better category. CinemaScope and color also aid in the presentation. The screen play is by Harry Kleiner.

TIP ON BIDDING: Higher program rates.

AD LINES: "Ripped From The Pages Of Today's Newpapers In Japan"; "A Film Guaranteed To Be Different And Highly Interesting"; "Action . . . Fast-Moving Adventure . . . Thrills . . . Illicit Romance —All In 'House Of Bamboo'."

U-International

Francis In The Navy (534)

FARCE
80M.

ESTIMATE: Average series entry.

CAST: Donald O'Connor, Martha Hyer, Richard Erdman, Jim Backus, Myrna Hansen, Paul Burke, David Janssen, Leigh Snowden, Clint Eastwood, Betty Jane Howarth, Phil Garris, Martin Milner, Francis. Produced by Stanley Rubin; directed by Arthur Lubin.

STORY: When Army Lt. Donald O'Connor learns that his buddy Francis, the talking mule, is to be sold by the Navy as war surplus, he rushes to the naval station on a 30-day furlough pass to buy him. He is mistaken for a sailor, also Donald O'Connor, who is a war hero and who tends to go off on binges that involve women and almost anything else, but the officers and crew go easy on him because of his record. The sailor decides to switch places with the Army officer, With he help of Francis, he resigns himself to the position which includes the attentions of pretty nurses, WAVES, etc. On the eve of a big joint exercise, the real sailor shows up, apologizes to O'Connor, and offers to help him get off the base. This is easier said than done. Lt. O'Connor is forced to continue the masquerade and take part in the landing operations, but with the help of the mule he and his men come out okeh. He quickly changes places with sailor O'Connor and hopes to get off the base and maybe do a little romancing on his own with sailor O'Connor's sister, Martha Hyer.

X-RAY: For those fans who go for this series there is no reason to suppose that this won't make out as well as others that have preceded it. As a matter of fact, devotees will get more than their money's worth by being able to see two Donald O'Connors on the screen simultaneously. The story is fair, as is the acting, direction, and production. Devery Freeman is responsible for the story and screen play.

TIP ON BIDDING: Usual rates for the series.

AD LINES: "Francis Joins The Navy And Drives The Gobs Crazy"; "Fun Galore On The High Seas"; "Double Trouble In The Navy Plus Francis The Talking Mule."

One Desire (532)

DRAMA
94M.

(Technicolor)

ESTIMATE: Drama will have most appeal for women.

CAST: Anne Baxter, Rock Hudson, Julie Adams, Carl Benton Reid, Natalie Wood, William Hopper, Betty Garde, Barry Curtis, Adrienne Marden, Fay Morley, Vici Raaf, Lynne Milian. Produced by Ross Hunter; directed by Jerry Hopper.

STORY: Carefree gambler Rock Hudson, his young brother, Barry Curtis, and girl friend Anne Baxter move to Colorado following Hudson's dismissal from his job in the gambling house managed by Baxter. Baxter, in love with Hudson but unable to convince him to marry and settle down, makes a home for Curtis while Hudson lives in a hotel and gets a good job in a local bank. Baxter also takes in motherless Natalie Wood after her father is killed in a mine accident. Julie Adams, also in love with Hudson, has Baxter declared unfit to mother the two children and wins their custody while Hudson is out of town. Baxter returns to the gambling house, and Hudson, not knowing the true facts, marries Adams on his return. When Wood runs away to Baxter, the latter returns her to her home, and to spite Adams decides to open a gambling house near the Hudson home. Hudson, still in love with Baxter, quarrels with drunken Adams, who knocks over an oil lamp and is trapped in the ensuing fire. Hudson tries to rescue her but is unsecessful, and the blaze also destroys Baxter's uncompleted gambling house. Wiser now, Baxter and Hudson and the two youngsters are free to face a happier future.

X-RAY: Overly melodramatic in spots and containing many of the familiar ele-

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

Reviews

(Continued from preceding page)

ments of soap opera, this entry seems limited in appeal to the femme trade. Performances are adequate, direction and production okeh, and the Technicolor lensing good, but the story suffers in translation from novel to screen. The screen play is by Lawrence Roman and Robert Blees.

TIP ON BIDDING: Fair program rates.

AD LINES: "He Was Her One Desire, But She Had To Lose Him Before She Could Win Him"; "Her Clouded Past Followed Everywhere She Went, Ruined Everything She Loved"; "Men Had Given Her Everything But Her 'One Desire'."

The Private War Of Major Benson (533)

COMEDY DRAMA 105M.

(Technicolor)

ESTIMATE: High rating comedy drama has wide family appeal.

CAST: Charlton Heston, Julie Adams, William Demarest, Tim Hovey, Nana Bryant, Tim Considine, Sal Mineo, Milburn Stone, Mary Field, Donald Keeler, Gary Pagett, Mickey Little, Don Haggerty, David Janssen, Richard H. Cutting, Mary Alan Hokanson, Butch Jones, Yvonne Peattie. Produced by Howard Pine; directed by Jerry Hopper.

STORY: Charlton Heston, tough Army career officer, gets in trouble by sounding off about soft treatment of GI's and is forced by General Milburn Stone to accept a transfer as commandant of a military school. He finds to his horror that the students range in age from six to 15, and that the school is a religious one operated by nuns. Only the pretty doctor, Julie Adams, finds favor with Heston, who immediately incurs the hatred of the student body, with Tiny Tim Hovey terrified by his every apperance. Through the machinations of Adams, however, the warm side of Heston comes to the surface, and, with the student body backing him all the way, his administration is deemed a success, returning him to active duty with Adams by his side.

X-RAY: This is sure fire for the family trade, and proper exploitation can bring in better returns from all situations. Heston and Adams are excellent in leading adult roles, and the performances given by the juvenile members of the cast under Hopper's able direction are little short of inspired. Sure to win favor with all types of moviegoers is little Tim Hovey. There is an abundance of sentiment which never becomes sticky, and excellent production values, including fine Technicolor tints. This is wholesome entertainment, and given proper showmanship on the part of exhibitors, could prove to be a box office surprise. The story is by Joe Connelly and Bob Mosher.

AD LINES: "The Army Was Never Like This"; "The Major Versus The Minors, And You're The Entertainment Winner"; "The Most Heartwarming Movie Experience In Years."

The Shorts Parade

TWO REEL

Comedies

NOBODY'S HOME. Columbia—All-Star Comedies. 16½m. Wally Vernon and Eddie Quillan are neighbors, but due to constant bickering they decide to move away from each other. They both buy the same house from a crooked real estate salesman. Both families move into the house, with Vernon and Quillan nearly wrecking the place. In an effort to make repairs, the boys flood the cellar, break the water heater, and finally blow up the house. FAIR. (7416).

STONE AGE ROMEOS. Columbia—Three Stooges Comedies. 16m. The Three Stooges as bearded explorers are commissioned by a museum to embark for a strange land where it is belived cavemen can be found. The Stooges are promised money if they can produce evidence of their find. After a series of adventures, the trio return to the museum with a film of three beardless cave men. The curator discovers the film to be a trick, with the Stooges acting out the caveman roles. GOOD. (7408).

ONE REEL

Color Cartoons

MADCAP MAGOO. Columbia—Mr. Magoo. 6m. Magoo is setting up a series of tricks which he plans to spring on a practical joker guest. When a nut named George escapes from his keepers, Magoo mistakes him for the joker and leads him through a series of tricks. The two enjoy themselves and wind up in the back yard playing croquet. The practical joker comes upon the scene as do Goerge's keepers. The guards mistake the joker for George and cart him away. GOOD. (7704).

SCARY CROWS. Columbia—Color Favorites Reissues. 8m. When first reviewed in the SERVISECTION of September, 1937, it was said: "Scrappy, a farm boy, and his dog awake at dawn. All day long they labor in the fields only to have molesting crows undo their hard work, tear up the fields. They keep beating off crows and just at sundown they win out and return to bed. FAIR." (7614).

Novelty

CANDID MICROPHONE. Series 2, Number 2. Columbia—Candid Microphone. 11m. When first reviewed in the SERVISECTION of February 1, 1950, it was said: "Allen Funt again records via camera and the concealed mike hilarious reactions to various unrehearsed situations. Included are a meat shopper who gets a chicken gratis, a life guard who discusses Funt's program without recognizing Funt, an easily confused bather at Shorehaven Beach Club, and a pretty model from Texas with Hollywood aspirations. EXCELLENT." (7555).

HOLLYWOOD PLAYS GOLF. Columbia—Screen Snapshots. 9m. Ralph Staub introduces singer Gordon Macrae. The camera then records scenes of a tournament involving golfers Buddy Rogers, Walter Brennan, Ray Bolger, Jack Carson, Wayne Morris, John Howard, Dennis O'Keefe, Johnny Weissmuller, Forrest Tucker, Richard Arlen, Andy Clyde, Johnny Mercer. FAIR (7858).

Sports

SUN PLAY. Columbia—World of Sports. 9m. With Bill Stern narrating, we are shown Florida's Bal Harbour development and Balmoral Hotel. Around the pool can be seen Bob Francis, Joan Rawlings,, Miss Miami Beach, Jerry Lester, Gene Baylos, Jackie Cannon, Morty Gunty, Alan Gale. Aquatic stars perform a water ballet. Fancy diving and acrobatic comedy are suppplied by Edwards and Whitey Hart. FAIR. (7809).

ALPHABETICAL GUIDE

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RICOCHET ROMANCE—80m.—U-I 3864
ROAD TO DENVER, THE—90m.—Republic 3983
ROBBERS' ROOST—82m.—United Artists....3963
ROGUE COP—92m.—MGM 3825
ROMEO AND JULIET—140m.—UA 3891
ROOGIE'S BUMP—70m.—Republic 3888
RUNAWAY BUS, THE—78m.—Kramer-Hyams 3873
RUN FOR COVER—93m.—Paramount 3943

S

SABAKA—74m.—UA 3916
SABRINA—113m.—Paramount 3826
SANTA FE PASSAGE—90m.—Republic 3962
SARATOGA TRUNK—135m.—Warners 3879
SCARLET COAT, THE—101m.—MGM 3986
SEA CHASE, THE—118m.—Warners 3964
SEA SHALL NOT HAVE THEM, THE—91m.—UA....3971
SEMINOLE UPRISING—74m.—Columbia 3957
SEVEN ANGRY MEN—90m.—AA 3937
SEVEN LITTLE FOYS, THE—95m.—Paramount....3978
SEVEN YEAR ITCH, THE—105m.—20th-Fox....3979
SHANGHAI STORY, THE—90m.—Republic 3838
SHE WOLF, THE—93m.—Republic 3855
SHE WORE A YELLOW RIBBON—103½m.—RKO 3827
SHIELD FOR MURDER—80m.—UA 3828
SHOTGUN—81m.—Allied Artists 3941
SHRIKE, THE—88m.—U.-I. 3964
SIEGE, THE—63m.—Lippert 3885
SIGN OF THE PAGAN—92m.—U-I 3871
SILENT RAIDERS, THE—65m.—Lippert 3885
SILVER CHALICE, THE—137m.—Warners 3891
SILVER STAR, THE—75m.—Lippert 3942

(Continued on page 3995)

THE NATIONAL RELEASE DATE GUIDE

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS

JUNE

Finger Man
F. Lovejoy, P. Castle

Lord Of The Jungle
J. Sheffield, W. Morris, N. Gates

JULY

Wichita
J. McCrea, V. Miles, L. Bridges

Case Of The Red Monkey
R. Conte, R. Anderson, R. Napier
(English-made)

Spy Chasers
L. Gorcey, H. Hall, L. Davis

AUGUST

The Warriors
E. Flynn, J. Dru, P. Finch
(Technicolor)
(CinemaScope)

Women's Reformatory
C. Matthews, P. Knudsen, B. Michaels, T. Droke

COLUMBIA

JUNE

A Prize Of Gold
R. Widmark, M. Zetterling, N. Patrick
(Technicolor)

5 Against The House
G. Madison, K. Novak, B. Keith

The Petty Girl
They All Kissed The Bride
(Reissues)

JULY

It Came From Beneath The Sea
K. Tobey, F. Domergue, D. Curtis

Creature With The Atom Brain
R. Denning, A. Stevens

Chicago Syndicate
D. O'Keefe, A. Lene, P. Stewart, X. Cugat & Orch.

AUGUST

LIPPERT

JUNE

King Dinosaur
B. Bryant, W. Curtis

JULY

The Lonesome Trail
W. Morris, J. Agar, M. Dean, E. Buchanan

AUGUST

Simba
D. Borgarde
(Eastman Color)

METRO

JUNE

Love Me Or Leave Me
D. Day, J. Cagney
(Technicolor)
(CinemaScope)

Moonfleet
S. Granger, V. Lindfors, G. Sanders
(Eastman Color)
(CinemaScope)

JULY

Interrupted Melody
E. Parker, G. Ford
(Eastman Color)
(CinemaScope)

The Cobweb
L. Bacall, C. Boyer, R. Widmark
(Eastman Color)
(CinemaScope)

The Wizard Of Oz
Re-issue

AUGUST

The King's Thief
E. Purdom, A. Blyth, D. Niven
(Eastman Color)
(CinemaScope)

The Scarlet Coat
C. Wilde, M. Wilding, G. Sanders, A. Francis
(Eastman Color)
(CinemaScope)

PARAMOUNT

JUNE

The Far Horizons
F. MacMurray, C. Heston, D. Reed
(Technicolor)
(VistaVision)

Hell's Island
J. Payne, M. Murphy, F. L. Sullivan
(Technicolor)
(VistaVision)

JULY

The Seven Little Foys
B. Hope, A. Clark, G. Tobias
(Technicolor)
(VistaVision)

AUGUST

We're No Angels
H. Bogart, A. Ray, P. Ustinov, J. Bennett
(Technicolor)
(VistaVision)

You're Never Too Young
D. Martin, J. Lewis, D. Lynn
(Technicolor)
(VistaVision

RKO

JUNE

Son Of Sinbad
D. Robertson, S. Forrest, V. Price, L. St. Cyr
(Technicolor)
(SuperScope)

Wakamba
E. M. Queeny African Documentary
(Technicolor)

The Big Street
(Reissue)

JULY

Pearl Of The South Pacific
V. Mayo, D. Morgan, D. Farrar
(Technicolor)
(Superscope)

AUGUST

REPUBLIC

JUNE

Double Jeopardy
R. Cameron, G. Robbins

The Road To Denver
J. Payne, M. Freeman, L. J. Cobb
(Trucolor)

City of Shadows
V. McLaglen, R. Crowley

JULY

Lay That Rifle Down
J. Canova, R. Lowery

Mystery Of The Black Jungle
L. Barker, J. Maxwell

The Green Buddah
W. Morris, M. Germaine
(English-made)

Magic Fire
Y. DeCarlo, C. Thompson, R. Gam, V. Cortese
(Trucolor)

AUGUST

The Last Command
S. Hayden, A. M. Alberghetti, R. Carlson
(Trucolor)

Flame Of The Islands
Y. DeCarlo, H. Duff, Z. Scott
(Trucolor)

Twinkle In God's Eye
M. Rooney, C. Gray, H. O'Brian

Cross Channel
W. Morris, Y. Furneaux

The Divided Heart
C. Borchers, Y. Mitchell, A. Dahlen

20th-FOX

JUNE

The Magnificent Matador
M. O'Hara, A. Quinn
(Technicolor)
(CinemaScope)

Soldier Of Fortune
C. Gable, S. Hayward
(DeLuxe Color)
(CinemaScope)
(Made in Hong Kong)

The Seven Year Itch
M. Monroe, T. Ewell
(Color by DeLuxe)
(CinemaScope)

JULY

A Life In The Balance
R. Montalban, A. Bancroft, L. Marvin
(Made in Mexico)

The Living Swamp
Okenfenokee Swamp nature study
(DeLuxe Color)
(CinemaScope)

How To Be Very, Very Popular
B. Grable, R. Cummings, S. North
(DeLuxe Color)
(CinemaScope)

House Of Bamboo
R. Stack, S. Yamaguchi, R. Ryan
(DeLuxe Color)
(CinemaScope)
(Made in Japan)

AUGUST

The Left Hand Of God
H. Bogart, G. Tierney, L. J. Cobb
(Color)
(CinemaScope)

The Virgin Queen
B. Davis, R. Todd, H. Marshall
(Color by DeLuxe)
(CinemaScope)

UNITED ARTISTS

JUNE

The Big Bluff
J. Bromfield, M. Vickers, (Wilder)

The Sea Shall Not Have Them
M. Redgrave, D. Bogarde,
(English-made)
(Angel)

Summertime,
K. Hepburn, R. Brazzi,
(Technicolor)
(Made in Italy)
(Lopert)

Break To Freedom
A. Steel, J. Warner
(English-made)
(Angel)

JULY

Othello
O. Welles, S. Cloutier, M. MacLiammoir
(Made in Europe)
(Welles)

Not As A Stranger
R. Mitchum, O. DeHavilland, F. Sinatra, G. Grahame
(Kramer)

AUGUST

The Man Who Loved Redheads
M. Shearer, J. Justin, R. Culver
(Technicolor)
(Lopert)

Shadow Of The Eagle
R. Greene, V. Cortese, G. Gynt
(English-made)
(Valiant)

U.-INT.

JUNE

This Island Earth
J. Morrow, F. Domergue, R. Reason
(Technicolor)

Abbott and Costello Meet The Mummy
B. Abbot, L. Costello, M. Windsor

The Man From Bitter Ridge
L. Barker, M. Corday, S. McNally
(Eastman Color)

JULY

Ain't Misbehavin'
R. Calhoun, P. Laurie, J. Carson
(Technicolor)

Foxfire
J. Chandler, J. Russell, D. Duryea
(Technicolor)

The Purple Mask
T. Curtis, C. Miller, D. O'Herlihy
(Technicolor)
(CinemaScope)

AUGUST

One Desire
A. Baxter, R. Hudson, J. Adams
(Technicolor)

The Private War Of Major Benson
C. Heston, J. Adams, A. Demarest
(Technicolor)

Francis In The Navy
D. O'Connor, M. Hyer

WARNERS

JUNE

The Sea Chase
J. Wayne, L. Turner, D. Farrar
(WarnerColor)
(CinemaScope)

Tall Man Riding
R. Scott, D. Malone, P. Castle
(WarnerColor)

JULY

Iand Of The Pharaohs
J. Hawkins, J. Collins
(WarnerColor)
(CinemaScope)

The Dam Busters
R. Todd, M. Redgrave
(English made)

Mister Roberts
H. Fonda, J. Cagney, B. Palmer
(WarnerColor)
(CinemaScope)

AUGUST

Target Zero
R. Conte, P. Castle

Pete Kelly's Blues
J. Webb, P. Lee, E. O'Brien
(Technicolor)
(CinemaScope)

MOON PHASES

	1 Quater	2 Full	3 Last	4 New
JULY	26	5	12	19
AUGUST	25	3	10	17

FILMAKERS
May—Mad At The World—F. Lovejoy, C. O'Donnell

REMEMBER **"GENTLEMEN PREFER BLONDES"**? WANT ANOTHER ONE LIKE **"HOW TO MARRY A MILLIONAIRE"**? WASN'T IT GREAT WITH **"THERE'S NO BUSINESS LIKE SHOW BUSINESS"**? NOW 20TH BRINGS YOU

HOW TO BE VERY, VERY POPULAR

Produced, Directed and Screen Play by NUNNALLY JOHNSON

COLOR by DE LUXE · A CINEMASCOPE® Picture

20th Century Fox presents BETTY GRABLE · SHEREE NORTH · BOB CUMMINGS · CHARLES COBURN · TOMMY NOONAN in "HOW TO BE VERY, VERY POPULAR" with Orson Bean · Fred Clark

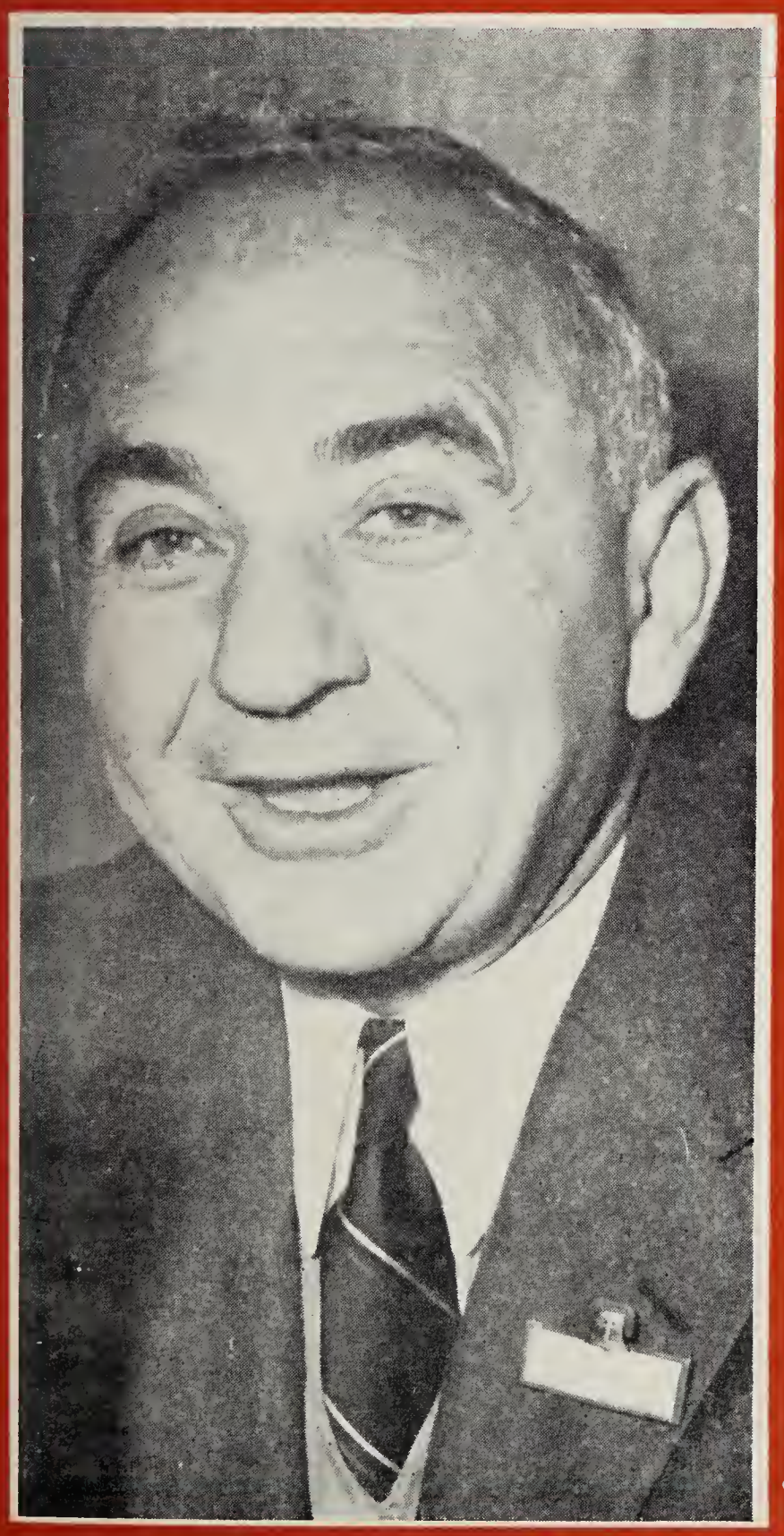
"It's a pleasure to do business with 20th!"

MOTION PICTURE

EXHIBITOR

JULY 20, 1955 VOLUME 54 NUMBER 12

IN TWO SECTIONS • THIS IS SECTION ONE



TOA, Allied To Cooperate

(page 10)

"The Old Legal 'Louse-Up'"

(editorial)

AND FEATURING: PHYSICAL THEATRE

Benjamin Berger, National Allied executive active with that group's Emergency Defense Committee, last week called for swift action by the majors on their pledges of exhibitor relief made at recent meetings.

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

M-G-M HAS 3 O

(3 TIMES AS MANY AS ANY OTHER MAJOR COMPANY)

TOP PICTURES

AMERICA IS SE

VARIETY'S NATIONWIDE BOXOFFICE
SURVEY OF THE "10 MOST
POPULAR MOVIES" SHOWS

M-G-M FIRST!

T OF 10

HAT

NG !

"LOVE ME OR LEAVE ME" *(CinemaScope — Color)*

M-G-M presents in CinemaScope • DORIS DAY • JAMES CAGNEY in "LOVE ME OR LEAVE ME" • co-starring Cameron Mitchell • with Robert Keith • Tom Tully • Screen Play by Daniel Fuchs and Isobel Lennart • Story by Daniel Fuchs • Photographed in Eastman Color Directed by Charles Vidor • Produced by Joe Pasternak.

★

"BLACKBOARD JUNGLE"

M-G-M presents "BLACKBOARD JUNGLE" starring GLENN FORD Anne Francis • Louis Calhern • with Margaret Hayes • Screen Play by Richard Brooks • Based on the Novel by Evan Hunter • Directed by Richard Brooks • Produced by Pandro S. Berman.

★

"INTERRUPTED MELODY" *(CinemaScope — Color)*

M-G-M presents in CinemaScope • "INTERRUPTED MELODY" starring GLENN FORD • ELEANOR PARKER • with Roger Moore Cecil Kellaway • Written by William Ludwig and Sonya Levien • Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings.

★

NEXT: "THE COBWEB"

and now... THE

TAKES OVER

COUN

JAMES STEWART

in

THE MAN FROM LARAMIE

A COLUMBIA PICTURE

A WILLIAM GOETZ PRODUCTION

Co-Starring

ARTHUR KENNEDY · DONALD CRISP · CATHY O'DONNELL · ALEX NICOL · ALINE MacMAHON

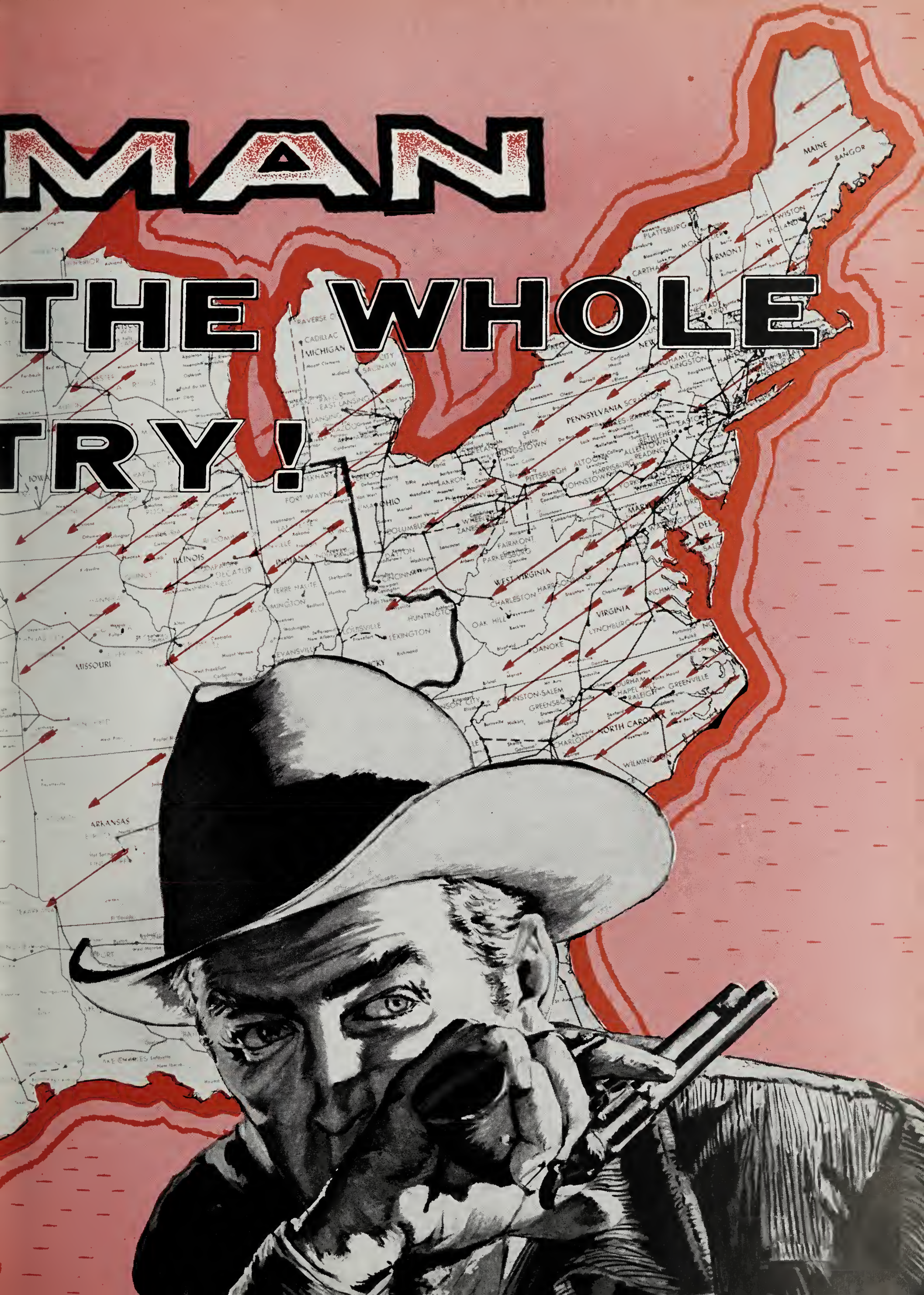
with WALLACE FORD

Screen Play by PHILIP YORDAN and FRANK BURT

Based upon the SATURDAY EVENING POST story by Thomas T. Flynn · Directed by ANTHONY MANN

COLOR BY TECHNICOLOR CINEMASCO

MAN THE WHOLE TRY!



LETTERS

From BOSTON, MASS.

I am truly amazed and so must every right thinking person who read your editorial in your issue of July 6. To render an opinion, a fair one, you should be properly qualified, and how in God's name you qualify to render an opinion respecting the film, "THE NAKED AMAZON," is beyond anyone with average common sense, since you admit in your article that you have not seen this particular "documentary." How can you say anything so disparaging about someone else's property when you know so little about it, and one would think before you went out on the limb to damn someone or some picture you would not put yourself in a qualifying position and if you then found sufficient warranty for your damnation you take your own chances to express your opinion which is the God given right—but in expressing that opinion you should not unjustifiably injure someone else.

Your editorial takes issue with the opinions of many qualified respected members of our industry some of whom I have known for many years and I take personal exception to your damning them as well. I really think you have one helluva stinking nerve to say what you say about "NAKED AMAZON" and the people in our industry who have booked it. I have that right to tell you so and I only regret I have not the opportunity of telling you so in person.

This industry has enough problems on its hands at this time without its own members helping to tear down its structure and put it up to such unwarranted criticism as you are heaping upon it. It is time we had more praise about our great industry; if our own flock don't want to say nice things about it, this is no time to be throwing bricks at it. The use of adjectives, catchlines, etc., has been associated with show business ever since its inception and you who have been a member of this industry for so long should recognize it by this time; it is part of the business and if you don't know it, you should find out about it. Take your own issues, read through them, and you will run into catchlines that really have some heat in them; you run them in your magazine, you take money for such ads, you represent yourself as a member of our industry, then do things that will be constructive and not of an opposite nature. I could say lots more but I might be wasting time offering these sentiments to even you. Think it over in your calmness; I am sure you will regret attacks that are unwarranted if you have any sense of fairness—even the remotest.

You have a public trust being an editor of a paper that must be far reaching and you should uphold that trust by being fair in your expressions and also being properly qualified to render your opinion.

Your attacks on "THE NAKED AMAZON" and the people who booked it are certainly unwarranted—do you know that the official magazine of the American Museum of Natural History devoted seven full pages with pictures and a story about this expedition and also devoted the front cover of that magazine in color to a picture of the Indian tribe photographed; they are truly a very representative organization and properly qualified to talk about expeditions, etc.

I believe you owe a public retraction of your damnation, even if *you* saw the film; you might rise to being big enough to offer this warranted retraction to those you have unjustifiably attacked.

JACK MEYERS
Hub Film Exchange

P.S. Even the White Race has a lot of its folk that don't look so good externally so why attack anyone, even the poor Indians who may not look so "beautiful" to you.

EDITOR'S NOTE: If Mr. Meyers will reread our editorial (THE FAST BUCK . . . AND THE SLOW DEATH, July 6, 1955), he will note that Mr. Emanuel freely stated that he personally had not screened "NAKED AMAZON." His remarks were based on, and directed at, the advertising approach in the press book and in a tabloid size herald apparently intended for public distribution. This picture was reviewed, in our issue of June 29, 1955, and while admittedly interesting, it will be noted that our reviewers recommended caution due to the naked natives. Should there be any doubt in Mr. Meyers' mind regarding whether the advertising "gimmick" is to misrepresent the naked Amazonian as a white girl, we want to refer him to the

attached picture of a street float as serviced to us from Loew's Metropolitan, Brooklyn, complete with leopard skins. We are sure this particular native of Brooklyn would have better graced the front cover of that "official magazine of the American Museum of Natural History!"

While Mr. Emanuel can't oblige with the public retraction that Mr. Meyers requests, we do want to show him, to use his own term, that we have the "helluva stinking nerve" to publish his views.

P.S. We can only hope that Mr. Meyers won't tell the Indians that we don't think they are beautiful.

All Unsolicited

(The letters from readers of MOTION PICTURE EXHIBITOR which appear on this page are all unsolicited.

MOTION PICTURE EXHIBITOR does not suggest questions to readers in order to provide a flow of letters to the publication.—Editor)

From PHILADELPHIA, PA.

I don't know whether you saw what is called a motion picture titled "Karamoja," which was shown in the Stanton Theatre. Please don't look at it. I am sure it would make you violently ill as it has me. Never have I seen anything more disgusting, repellent, or nauseating than "Karamoja." Apparently we do not have a Censor Board anymore because I believe the courts have ruled that they have no value. I could be wrong about my opinion of Censor Boards—I don't think I am wrong about the quality of the stinking, repugnant, disgusting so-called motion picture. Neither Laura Lee, Philadelphia Bulletin, nor Mildred Martin, Philadelphia Inquirer, went far enough in their reviews.

ALFRED J. DAVIS
Fried Theatre Management Company

EDITOR'S NOTE: See our similar views in the editorial: "THE FAST BUCK . . . AND THE SLOW DEATH"—July 6 issue.

From BUFFALO, N. Y.

I want to compliment you on that wonderful editorial that appeared in the June 1 issue entitled "Showman Helps Legion of Decency." I know it is like hitting your head against a stone wall if you try to change the teachings of any religious group, but I believe if your editorial was sent to the cardinals and bishops of the Catholic Dioceses in the United States it might give them a clearer understanding of what we are trying to do in show business, and that pictures aren't made for any one group but are made for entertainment purposes. I want you to know that I mailed a copy of your editorial to Bishop Joseph Burke of the Buffalo Diocese and also to Msgr. Schwegler of the local Legion of Decency. All that I can do is pray that they read it and maybe have a better understanding of us.

GEORGE H. MACKENNA
Basil's Lafayette

EDITOR'S NOTE: We wish to correct Mr. Mackenna's choice of term. We have no quarrel with the Legion's "teachings" or objectives. We do believe that "the ladies" have abused their privileges, and have gone far beyond the position intended for them by the Catholic hierarchy.

From NEW YORK, N. Y.

May I presume to congratulate Jay Emanuel on his editorial, "Mrs. Looram's Ladies." Something like this should have been done a long time ago. Three cheers for Jay!!!

MERLIN LEWIS
Executive Secretary, TESMA

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

JULY 20, 1955
VOLUME 54 NUMBER 12

THE OLD LEGAL "LOUSE-UP"

BETWEEN THE LAWYERS, and the judges, and the attempts to make this industry fit into the commerce and trade laws and restrictions, as though what we are selling is as tangible as a bar of soap, we are really getting loused-up.

Maybe the original mistake came from calling this an industry. It isn't and it never can be! It's just plain good old showbusiness—and there is even some question as to whether the latter half of that word isn't a misnomer. From the wandering minstrel, through Shakespeare's buskined boys, and through the gaslit vaudeville and legit stages to the wide screen and stereophonic sounded pictures of today, the major single commodity we sell is an ephemeral period of entertainment, that can run the full gamut from completely pleasing to completely displeasing the paying customer. This isn't a commodity that you can hold in your hand or wrap into bundles. You can't feel it, or see it, or taste it, or smell it, in order to evaluate its worth. And it isn't even a necessity, for many millions of people, at home and abroad, down through the centuries and even today, lived happy lives without ever buying commercial entertainment.

It is also a commodity that use does not consume, for 50,000,000 Americans can buy a particular piece of picture entertainment, and while its value may fall, the original negative that is its source still exists, as bright and as clear as ever. And when this original negative, that may have cost $1,500,000 is eventually sold to TV for $50,000, it won't be used up and it won't be worn out. The only thing that will have happened to it is that time has run and there aren't as many people available who haven't seen it and who are willing to pay a number of admissions to do so.

This latter situation is not so easily paralleled with the era from the minstrels to the legit stage, for their entertainment was controlled by their "one copy of the one best cast," and many a ticket speculator got rich on the "must see early" of clamoring patrons. But with the advent of movies, with their multiple prints of the same entertainment, and with "must see early" a most important part of the commodity offered, a system of clearances, from the deluxe first-runs in the larger cities down through the neighborhood and neighboring town subsequent runs, became the most important single foundation of our national gross and economic success. From the highest admission scale in the early runs, its price kept dropping in an orderly slide to the lowest admission scale in the last of the subsequent runs—and all of those weeks and all of those admission prices were necessary in order to support the quality of U. S. entertainment.

But then came selfish avarice and greed!

Seeing how little lawyers and judges understood of the structure of showbusiness and its difference from any other tangible commodity, service, or profession, and how easy it was to muddle and confuse them into bad legal decisions, many theatremen, sometimes without clean hands themselves, appealed to courts to upset the very clearances that ofttimes they had established themselves—so that they personally could have "an edge."

Current cases, in varying degrees of litigation, in Norristown (Pennsylvania), Pittsburgh, Miami, Chicago, and elsewhere from coast to coast, all hinge on some aspect of what constitutes fair clearance. To single out one: Philadelphia, being one of the four largest cities in the U. S. can command an admission price of $1.50 in a "must see early" run, and guarantees against percentage of $100,000 are not unusual (currently "LADY AND THE TRAMP" at the Trans Lux World). Norristown, a small county seat less than 15 miles away, but about to be connected with a modern expressway that will reduce to 15 minutes the travel time from its main stem to the center of Philadelphia, supports two theatres, can command an admission price of only 75 cents in a "must see early" run, and is reported to never have paid more than $2,500 for any picture. Clearance had been reduced to 21 days, but the Norristown showmen weren't satisfied and have already won the first round in their legal demands for day-and-date.

Should this latter be upheld, little county seat Norristown at only 50 per cent of the admission price, and only 15 minutes away, is going to play hob with Philadelphia's theatre economy.

But it couldn't stop there!

Still smaller communities at only 50 per cent of Norristown's admission price, and only one to five miles away, can win day-and-date with it, and can play hob with Norristown's theatre economy.

And when that time comes, producers will stop making pictures. And we'll all go out of business. Including the boys who started the chain reaction.

Jay Emanuel

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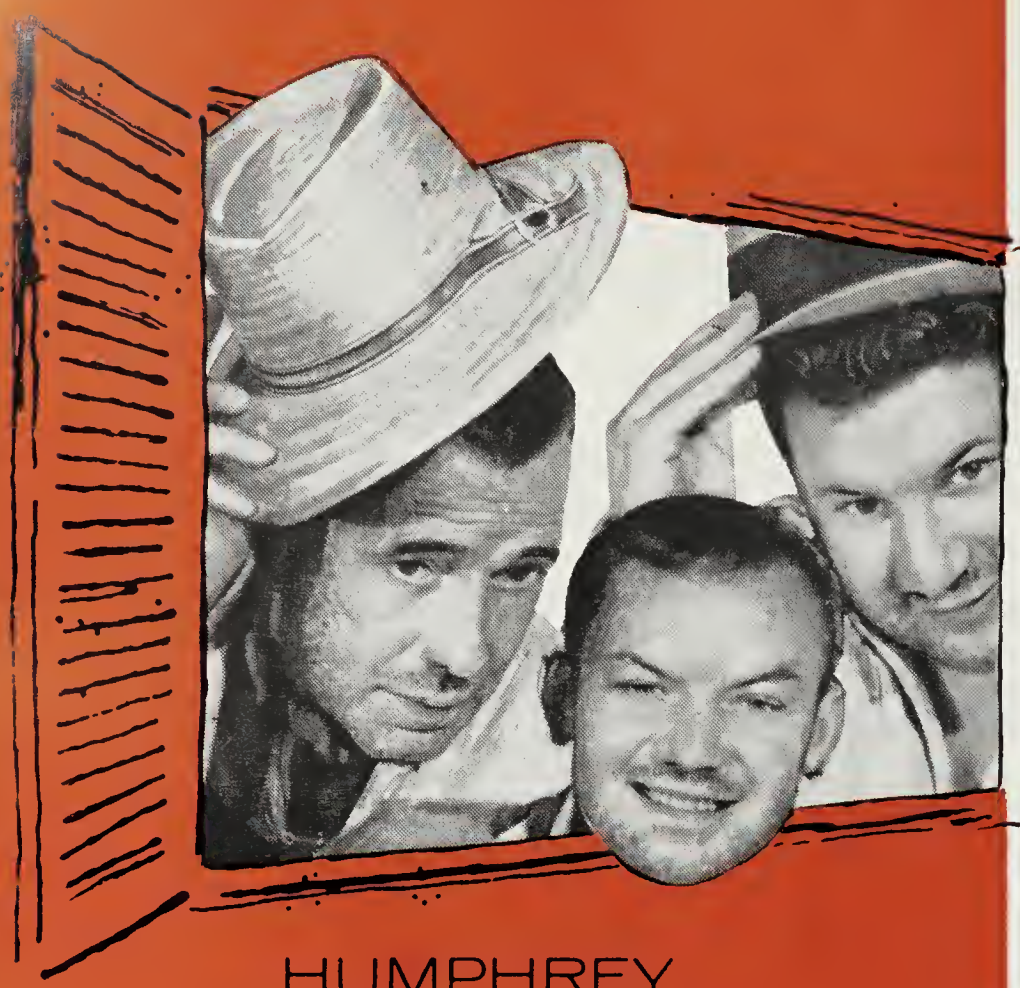

HUMPHREY
BOGART
ALDO
RAY
PETER
USTINOV
in

"We're No Angels"

Color by
TECHNICOLOR

co-starring
JOAN BENNETT
BASIL RATHBONE
LEO G. CARROLL

Produced by PAT DUGGAN
Directed by MICHAEL CURTIZ
Screenplay by RANALD MacDOUGALL
Based on a play by Albert Husson

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

CROWDS AT THE Boxoffice Window FOR PARAMOUNT'S COMEDY SENSATIO

"Crime pays off in hearty laughter!" reports World-Telegram as the New York Paramount holds over this wonderful comedy. "Creating howls" says the Mirror—not only on Broadway but in *all* its first engagements.

BE ONE OF THE HUNDREDS OF ALERT SHOWMEN WHO ARE PLAYING THIS SMASH SUMMER ATTRACTION EARLY IN AUGUST

BROADWAY GROSSES

(As of this Monday)

"Roberts" Lusty At Radio City

NEW YORK—Warners' "Mister Roberts" at the Radio City Music Hall and Walt Disney's "Lady And The Tramp," Roxy, created the most boxoffice excitement on an extremely hot weekend.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"**We're No Angels**" (Paramount). Paramount reported $45,000 for second week.

"**Lady And The Tramp**" (Disney-Buena Vista) Roxy claimed $27,500 for Thursday through Sunday, with the last eight days, including the fourth and last week, sure to tally $50,000.

"**Mister Roberts**" (Warners). This opened to $107,000 for Thursday through Sunday, with a very excellent $182,000 in sight for the first week.

"**The Seven Little Foys**" (Warners). Criterion expected the third week to hit $31,000.

"**Not As A Stranger**" (UA). Capitol claimed $65,000 for the third week.

"**Foxfire**" (U-I). Globe anticipated the opening week at $14,000.

"**House Of Bamboo**" (20th-Fox). Mayfair was down to $10,500 on third week.

"**Summertime**" (UA). Astor was off to $35,000 on the fourth week.

"**The Shrike**" (U-I). Victoria was down to $25,000 on the second session.

"**The Seven Year Itch**" (20th-Fox). Loew's State looked for the seventh week to reach $21,500.

"MGM Parade" Plans Set

HOLLYWOOD—"The MGM Parade" will be launched by Loew's over ABC-TV on Sept. 14, it was announced last week, following conferences here to work out details which were conducted by Arthur Loew, president, Loew's International. Also attending the talks were E. J. Mannix, Charles Reagan, Howard Dietz, Orton Hicks, Howard Strickling, and Dan Terrill, for MGM, and Robert Weitman, Ernest Stern, and Stanton Kramer, for ABC.

Les Peterson has been named executive producer of the show, and George Murphy will be host. Thomas Luskin will be the network coordinator at the studio. The telecast will follow Walt Disney's "Disneyland" on the network.

New Warners Managers Named

NEW YORK—New Warners managers for Charlotte and Atlanta were announced last fortnight by distribution vice-president Ben Kalmenson. Grover Livingston was promoted from Charlotte branch manager to Atlanta branch manager, replacing C. T. Jordan, Jr., who resigned. John J. Kirby was promoted from local sales manager, Charlotte, to branch manager, Charlotte.

Jerry Lewis discusses pipe-smoking with MOTION PICTURE EXHIBITOR's New York editor, Mel Konecoff, left, at the recent Paramount preview of "You're Never Too Young," at Brown's Hotel, Sullivan County, N. Y.

NEW YORK
By Mel Konecoff

BRIEF JUNKET 1: Amid entreaties from friends and family not to sign any papers, legal or illegal-looking documents, or even hasty autographs, we took off along with a few hundred exhibitors, press, magazine, television, and radio representatives for Fort Jay on Governor's Island in New York Harbor.

KONECOFF

A short bus ride, a shorter ferry ride, a brief bus ride, and there we were sitting in the picnic grove looking out on New York Harbor, a fried chicken leg in one hand, a bottle of beer in the other, and a pretty gal minding her own business elsewhere at the table. To top it off an Army band was on hand to serenade the group with selected musical selections which put everyone in a proper spirit for what followed, a guided tour of the island with a pretty WAC to explain the high and low points. One of the high points was a short historical lecture on some of the trophies in the principal church on the island by the assistant chaplain, a chap with a sense of humor.

We guess it's about time we reported the reason for the thing, which was to show U-I's "To Hell And Back," starring Audie Murphy and about Audie Murphy as a hero-soldier, to the assembled guests and Army officers and personnel. The fact that Murphy was along aided considerably, and he joined with post commanders of the First Army in inducting 108 new volunteers into the Army.

The film was shown in the post theatre and received good reaction from the audience, with the entry shaping up as a good war film based on Murphy's autobiography. This is but one of the many promotions participated in by Murphy, who appeared on countless radio and TV programs, posed for numerous fotos, and made himself available for a number of interviews.

(Continued on page 14)

CAN NEWS

(Trade Headlines Of The Issue)

Deaths

Louis Green, MPE printer for many years, dies (page 10).

Distribution

J. R. Grainger, RKO president, will be honored by a company-wide 16-week sales drive (page 10).

UA pledges efforts to convince independent producers of need for exhibitor relief (page 10).

RKO will release three King Brothers features (page 11).

Exhibition

Sam Pinanski names area chairmen for Exhibitors Film Financial Group (page 14).

Financial

New York's amusement tax for fiscal year brings in $9,301,678 (page 11).

RKO reports profit in half-year from cash on hand drawing interest (page 22).

International

Canada experiences a rise in first-run business, but an offsetting loss in neighborhood and secondary spots (page 15).

Sam Rosen, Stanley Warner executive, reports on state of industry in Europe (page 15).

Legal

Government's 16mm. anti-trust suit trial is set for Sept. 29 (page 10).

The copyright dispute between Walt Disney Productions and Davy Crockett Enterprises is amicably settled (page 10).

Legislative

Allied's Abram Myers asks Congress to extend mandatory treble damages in anti-trust suits; U-I's Adolph Schimel speaks in opposition (page 11).

Mel Konecoff

A reporter is treated to two short junkets, featuring a screening of U-I's "To Hell And Back" at Fort Jay, Governor's Island, New York harbor, and the shooting in New York of "Patterns," for which UA chartered a Brooklyn-bound subway (pages 9 and 14).

Organizations

TOA and Allied, following successful completion of distributor talks, aim at further cooperation in the future despite differences (page 10).

Production

Elmer Rhoden, National Theatres president, announces plans to produce five features in the new Cine-Miracle process (page 14).

Alabama's attorney general lauds Allied Artists' "The Phenix City Story" (page 22).

Technical

Marty Wolf succeeds L. D. Netter, Jr., as sales manager for the Altec Service Corporation (page 11).

TOA, Allied Cooperation To Be Continued

Beneficial Results Seen From Distributor Talks Despite Differences On Need For Federal Control

NEW YORK — Continued cooperation, especially on trade practices, between National Allied and Theatre Owners of America appeared assured last fortnight when officials of both organizations expressed strong convictions that the joint TOA-Allied Committee has achieved some measure of success, and forcasted greater accomplishments following a longer period of association between the exhibition members.

It was maintained that concrete results from the individual company conferences conducted recently with distributors are already being enjoyed by many small theatres, although it was acknowledged at the same time that there remain problems to be faced, and that it will be some time before promises made by film company executives are put into general practice. Although the two groups are at odds on many issues, such as the advisability of seeking federal regulation of film rentals, it was pointed out that there are many areas for fruitful teamwork.

A concrete indication of the outlines of further cooperation will be forthcoming from the report due this week from the National Allied Emergency Defense Committee to the association's Washington convention; the EDC members are also members of the joint committee, and it is they who have pressed for government control of film rental practices. However, because of a backlog before adjournment, it was considered unlikely that the Senate Small Business Committee would consent to hear the EDC complaints or to take any action this year.

Benjamin Berger, EDC chairman, stated in Minneapolis last week that time is running out on the majors to make good on oral committments, and called on them to meet their pledges before this week's Washington meeting, to prevent National Allied from deciding on a course of seeking government film control. On the important issues involved with the majors, Berger said, no difference of opinion exists between TOA and Allied.

UA Pledges Effort At Exhibitor Relief

NEW YORK—A promise to do everything in their power to obtain the cooperation of their producers in relieving exhibition's problems was extracted from United Artists sales executives last week by members of the joint National Allied-Theatre Owners of America committee, it was revealed in a statement issued by UA distribution vice-president William J. Heineman, following a conference with Wilbur Snaper, Allied, and Walter Reade, Jr., TOA. The meeting closed the series of talks with distributors initiated by the joint committee.

Heineman said that the exhibitor spokesmen provided him and Bernard Kranze, general sales manager, with a complete picture of their problems and grievances, and that UA is sympathetic to many of their points, particularly the plight of the small theatreman. The statement declared the meeting had been an amiable one.

Louis Green (1903-1955)

While not a member of the ownership or staff of MOTION PICTURE EXHIBITOR, there was no one more interested and more intimately associated with its progress during the last 25 years than our valued friend, Lou. As an officer and co-owner of Majestic Press, printers of this A.B.C. circulationed weekly, of the stiff-backed annual volume THEATRE CATALOG, and of the numerous theatre services that are a part of these publications, Lou directed and supervised many an Herculean effort to maintain publication dates. As both a student of the printing arts, and as a practical realist trained from the bottom to the very top in his profession, Lou was recognized as a specialist of great stature!

A quiet, dignified gentleman, who commanded respect through his wisdom and through the weight of his accomplishments, Lou Green will be remembered and missed.

MOTION PICTURE EXHIBITOR marks the passing of a valued friend!

THE PUBLISHER and STAFF.

"Crockett" Suit Settled

NEW YORK—The litigation between Walt Disney Productions and Davy Crockett Enterprises , Inc., has been settled, it was jointly announced by both companies last week.

Walt Disney Productions has obtained for its licensees full rights under the Davy Crockett Enterprises, trade-mark owned by Davy Crockett Enterprises, and Davy Crockett Enterprises has obtained for its licensees all of the rights of Walt Disney's licensees, including the right to use the Walt Disney name, Fess Parker's name and picture, and the facilities of Walt Disney Productions' art department.

The trade-mark rights of Davy Crockett Enterprises will continue to be fully enforced, by infringement action in court where necessary.

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(The Yellow Check-Up)

RKO Honors Grainger With 16 Week Drive

NEW YORK—The J. R. Grainger Sales Drive, a 16-week cash competition for RKO exchanges throughout the United States and Canada, will launch the busiest period in recent years for the company on Aug. 12, it was announced last week by Herbert H. Greenblatt, domestic sales manager. The drive, which utilizes the product from the largest roster of independent producers in RKO history, marks the first time Grainger has given his name to a sales competition since becoming president.

Sixteen features will be available to the RKO exchanges, Greenblatt said, with cash prizes awarded to winning district and branch managers, and proportionate prizes to runners-up.

Pointing out that the name of the RKO president is "synonymous with good will in the industry," Greenblatt wired RKO district and branch managers that the high esteem in which Grainger is held "will enable you to enlist the wholehearted cooperation of exhibitors everywhere during this testimonial period in his honor."

C. J. Tevlin, vice-president in charge of operations at RKO studios, predicted "record billings" during the sales drive period which ends Dec. 1.

The roster of features to be released during the Grainger Drive are "Underwater!" "Tarzan's Hidden Jungle," "Hansel and Gretel," "Quest For The Lost City," "Wakamba!", "Rage At Dawn," "Escape To Burma," "Son Of Sinbad," "Pearl Of The South Pacific," "Bengazi," "The Conqueror," "The Young And The Brave," "Tennessee's Partner," "Glory," "Texas Lady," and "Treasure Of Pancho Villa."

Wage Law Ignores Theatres

WASHINGTON—No attempt was made last week by the House Labor Committee, following the lead of the Senate, to extend federal minimum wage coverage to theatres and similar groups, when it voted approval to an increase from 75 cents to $1 in the federal minimum wage law. The proposed house measure would make the increase effective March 1, whereas the Senate bill has voted the increase for Jan. 1. A fight is expected on the House floor to hold the increase to the 90 cents requested by the administration, which lost in the House committee on a tie vote. President Eisenhower had asked Congress to extend coverage to interstate circuits and other retail service organizations, but committees of both houses voted to postpone the question until next year.

RKO Switches Latin Posts

NEW YORK—Pedro Diaz, former RKO manager in Peru, has been promoted to manager, Colombia exchange, it was announced last week by Walter Branson, world-wide sales manager. Arthur Hershovitz takes the Peru post.

Myers Asks Congress To Continue Treble Damages In Anti-Trust Suits

WASHINGTON—The members of a House committee last week heard a plea from Allied States general counsel Abram F. Myers to defeat legislation which would delete the mandatory feature of treble damages in private anti-trust suits. He was joined in his appeal by Department of Justice anti-trust division head Stanley M. Barnes, and by Federal Trade Commission spokesman Earl Kintner.

Myers' attack on the proposed measure brought out many points. He asserted that independent exhibitors have suffered more from monopolistic practices than most business men; that, in spite of the Paramount case, distributors continue their unlawful practices; that the majority of anti-trust actions are civil, and settled by consent decrees in which judicial discretion is neither invoked nor exercised; and that the increased criminal penalties recently voted by Congress will be ineffective because they were rarely imposed when light. Myers went on to say that Congress should investigate the effectiveness of the decrees already entered before "handicapping" the victims of monopoly. Consent decrees in film cases have not helped the independent exhibitor, as witnessed by the fact the distributor revenues are increasing while theatres are closing, counsel said, adding that the claim that anti-trust laws are so indefinite as to lead to involuntary violations will not stand analysis, because the cost and difficulties of preparing and trying a case under the law are so great that it is doubtful many would be filed if it were not for the treble damages provision. Myers pointed out that the discretionary damages award was recommended by an attorney general's committee which included four lawyers who represented defendants in the Paramount case, and none who had ever represented an independent exhibitor. Concerning a proposal to amend the Clayton Anti-Trust Act to impose treble damages only on "wilful" violators, Myers said the term would only "becloud" the law.

Myers explained to the Congressmen that the film companies have drastically curtailed production, with the result that a starved market has been created that compels exhibition to buy virtually all pictures offered at prices in excess of their value, which are often more than the exhibitor can afford to pay. Myers accused the film companies of taking, through higher rentals, the benefits intended by Congress to accrue to the exhibitor in the reduction of the admission taxes.

The Motion Picture Association, represented by its law committee chairman Adolph Schimel, U-I vice-president and general counsel, warned that serious questions of statutory construction are raised by the "wilful violations" clause.

He went on to point out the economic factors influencing the industry today, and concluded by saying that exhibition is aware of the drain and jeopardy of the litigation which has plagued the industry.

Three King Brothers Films To Get RKO Distribution

HOLLYWOOD—King Brothers last week completed negotiations with J. R. Grainger, president, RKO, for distribution by RKO of their next three productions, "The Two-Headed Spy," to be filmed in Berlin and London; "The Seven Lanterns Of Japan," to be photographed in Japan; and "The Syndicate."

"Carnival Story," King production distributed by RKO, has grossed approximately $3,3000,000 in the United States and Canada, it was revealed.

Kefauver Softens Criticism

WASHINGTON—Senator Estes Kefauver, (D., Tenn.), chairman, Juvenile Delinquency Probe Committee, last week softened his criticism of the effect of film advertising material on juvenile behavior when interviewed by correspondents. Conceding that some ads do not distinguish between suggestiveness and pornography, the Senator said both are subject to control, adding that he believes the industry is doing a good job of self-discipline and will do better in the future. With the cooperation of the movie and TV industries, he said, the government can do something to control the amount of violence in production, which was one of the committee's chief complaints.

N. Y. Tax Brings $9,301,678

NEW YORK—Revenue of $9,301,678 was derived in the fiscal year ended June 30 from all sources of taxable amusements in the five boroughs of New York, it was learned last week from a spokesman for the City Tax Collectors Office. The tax collected under the five per cent amusement tax in the last quarter of the fiscal year, including motion picture theatre returns, was $3,101,028.

In one of the most unusual exhibitor and press previews of a film ever held, the U. S. Army acted as host at Governors Island, New York, recently for an invitational showing of U-I's "To Hell And Back." Seen, during a sightseeing tour of the Island with the Statue of Liberty in the background are Charles Moss; Charles Drake, who is featured in the picture; Charles J. Feldman, U-I vice-president and general sales manager; Audie Murphy, star of the film; Samuel Rinzler; Eugene Picker; and Ray Moon, U-I assistant general sales manager.

Wolf Succeds Netter As Altec Sales Head

NEW YORK—Marty Wolf, assistant sales manager, Altec Service Corporation, has been appointed sales manager of the company, according to an announcement recently by H. M. Bessey, executive vice-president. Wolf takes over the post vacated by the recent resignation of L. D. Netter, Jr., who is now a vice-president, Todd-AO.

The new Altec sales manager, who will direct the sales activities of the company's six division offices and numerous branches throughout the United States, is well and favorably known to theatre executives, managers, and equipment purchasers due to a long association with ERPI (Electrical Research Products, Inc.) and its successor, Altec Service Corporation, in various capacities.

Wolf joined ERPI in 1928. Following the formation of Altec in 1937, he was assigned to sales activities, and became credit manager of the company's Philadelphia branch office in 1941. Transferred to New York, he served as branch manager for several years. In 1948, he was appointed sales representative.

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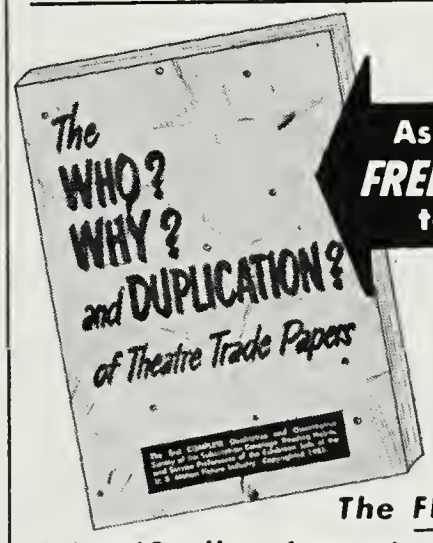

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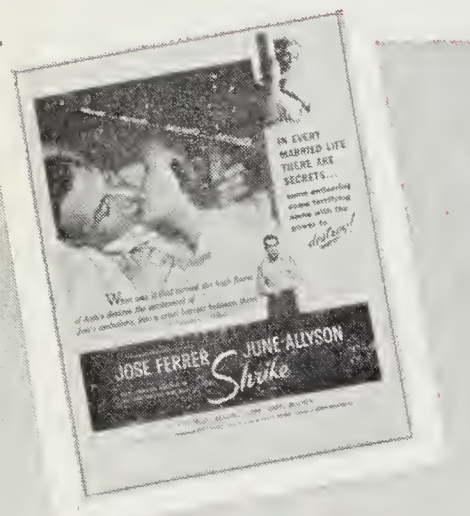

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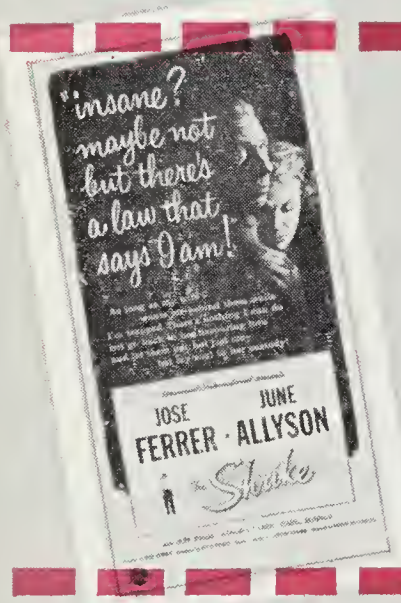

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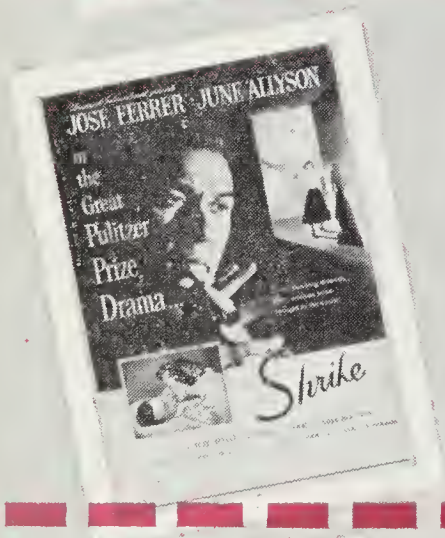

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NT's Rhoden Reveals Production Plans For Five In Cine-Miracle

DENVER—National Theatres president Elmer Rhoden opened the company's eastern division annual convention in the Hotel Cosmopolitan last week with an address revealing that NT is ready with Cine-Miracle and that it will ask the government for permission to make five films in the process and to equip 50 theatres to show them.

He asserted that the industry has weathered the challenge of television, noting that business is good when product is good, and that more top-quality films are being produced. Rhoden announced that NT will throw its weight behind the COMPO Audience Awards Poll, in the expectation that it will uncover the new talent the industry desperately needs. He also disclosed that NT has plans for roofed theatres covering six acres, to offer every kind of service from parking lots to individual group seating.

In a luncheon address, guest speaker Joseph Ross, president, Daniels and Fisher department store, pointed out that the problems of downtown theatres are similar to those of department stores in that they both resolve themselves into a necessity for aggressive and courteous merchandising. He advised exhibitors to design their showmanship in keeping with the times, and to redesign their theatres, if necessary.

Managers from Fox Inter-Mountain Amusement Corporation and Fox Wisconsin Amusement Corporation joined Dave Izdal, Fox, Detroit; Harold Seidenberg, Fox, Philadelphia; and William Moclair, Roxy, New York, in the three-day gathering presided over by Inter-Mountain president Frank H. Ricketson, Jr., who hosted a lawn party in his Denver home the first evening.

Among other speakers at the convention were Robert Selig, division manager; Gordon Hewitt, Wisconsin division manager; Ray Davis, Denver district manager; Harold Rich, southern head; Jack McGee, Montana manager; and Tom Brennan, northern chief. Ralph Russel, manager, Palace, Canto, O., was a special guest speaker, and his address was followed by talks by Dick Conley, Butte, Mont.; John Tella, Durango, Colo.; Les Newkirk, Boulder, Colo.; Alan Bamossy, North Platte, Neb.; Robert Bothwell, Great Falls, Mont.; Charles Allum, Laramie, Wyo.; Alvin Plioff, Denver purchasing office; Al Frank, Wisconsin manager; Harry Green, Inter-Mountain treasurer; Mike Zalesny, Las Cruces, N. M.; and Robert Garland, real estate department.

Conventioneers attended the City Opera in nearby Central City, inspected the Centre and Denver Theatres, and adjourned the meeting with a luncheon at Green Gables Country Club.

Mrs. Epstein Dies

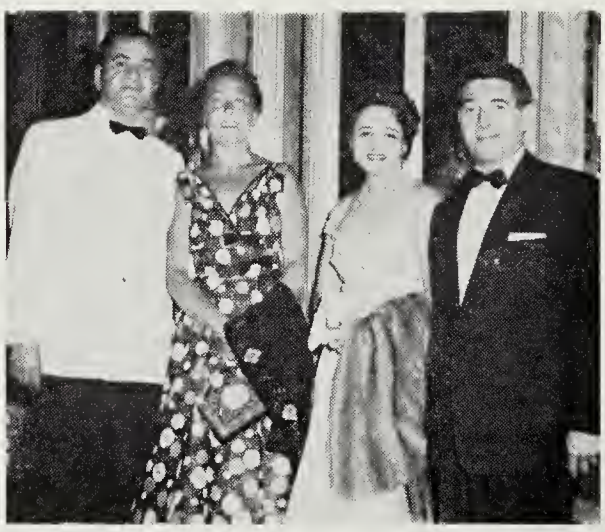
PHILADELPHIA — Condolences are extended upon the death of Mrs. Pearl Epstein, wife, Izzy Epstein, head, Atlantic Theatres Circuit, last week, in Jefferson Hospital.

Gloria Grahame, who co-stars in UA's "Not As A Stranger," was recently greeted by UA President Arthur B. Krim at the gala Capitol premiere of the film on Broadway, New York.

EFFG Area Chairmen Named By Pinanski

BOSTON—The first area chairmen appointments in the campaign to widen support for the Exhibitors Film Financial Group were announced last week by Samuel Pinanski, president, who is also honorary chairman of the board, Theatre Owners of America, which sponsors the EFFG as a means of financing independent production.

The initial appointments cover half of the exchange areas, and area chairmen for the rest of the country will be announced shortly, Pinanski said. Those named were E. D. Martin and Nat Williams, Atlanta; Arthur Lockwood and Edward Lider, Boston; George MacKenna, Buffalo; George Kerasotes, Chicago; John Rowley, Dallas; Pat McGee, Denver; Myron Blank, Des Moines; Horace Denning and Mark Chartrand, Jacksonville; Burton Jones, Los Angeles; Albert M. Pickus, New Haven; Abe Berenson, New Orleans; Henry Griffing, Oklahoma City; Robert Livingston, Omaha; Sam Gillette and Sid Cohen, Salt Lake City; Nate Blumenfeld, San Francisco; and Will J. Conner, Fred Danz, Jr., and Joseph Rosenfield, Seattle.



Among those in attendance at the recent premiere of Bob Hope's new Paramount picture, "The Seven Little Foys," Criterion, New York City, were, left to right, Mr. and Mrs. Charles Okun, Coco Cola Company; and Mr. and Mrs. Leonard Pollack, head, Loew's concession and insurance department.

Konecoff

(*Continued from page 9*)

At the completion of the showing, a cocktail reception was held in the Officer's Club and then back to the city still a civilian.

BRIEF JUNKET 2: This question is directed at localities who travel the subways of this wondrous city: Did you ever dream of traveling in a private subway car, feet comfortably propped up, being able to smoke at will and also being able to beckon to a waiting attendant who would bring cold beer or Coca-Cola or both while the stations rushed by without hindrance or stopping for anyone else until you reached your destination?

To start at the beginning, we received a very humorous invite from ace public relations gal Kay Norton to join in a junket to Brooklyn in lieu of one further away, which they didn't have at the moment. Stuffing toothbrush, clean socks, and an extra frayed shirt in several pockets, we subwayed down to City Hall where Council President Abe Stark bid us fond farewell and safe journey, and the next thing we knew we were Brooklyn bound on a chartered BMT express.

Double-talk expert Al Kelly and a host of aids were sloshing beer and coke over everything and into everyone, waving at bewildered ordinary would-be passengers on station platforms as we whizzed by and generally entertaining some 50 members of ye press who were Flatbush-bound to witness some shooting for the film "Patterns," a United Artists' release, which is the first feature motion picture to be made at the old Warner Brothers Brocklyn studio in 26 years.

A band serenaded the group as they hit the terra firma of Brooklyn and like the Pied Piper, the lambs were led to the studio where they witnessed star Van Heflin go through a scene three times under the direction of Fielder Cook, as producers Jed Harris and Michael Myerberg and guests looked on. Also featured in the cast are Beatrice Straight, Everett Sloane, Ed Begley, Elizabeth Wilson, and Joanna Roos. Satisfied at last with the takes, two of which were to be printed, the group adjourned to a local eatery known as Cooky's where various members of the cast circulated with each course. At our table, it worked out so that Everett Sloane, a very nice guy by the way, ordered roast beef, and Beatrice Straight wound up eating it, with Sloane probably eating something someone else had ordered. Rod Serling, who wrote the television play, which was presented twice on TV within a short period and on which the film was based, was able to have dessert with us and report that at the moment there seems to be more freedom in story telling on TV than movies.

At about this time, the cast and production crew had to return to the studio, and we had to catch our "Patterns Special" back to Manhattan which again was non-stop to the point of origin. Everybody took a last smoke before the train pulled into the station because smoking is verboten when you are an ordinary traveler.

The whole operation was very neatly handled by Norton, Bob Condon, and the rest of the staff.

The International Scene.....

Canada

First-Run Upsurge Cut By Neighborhood Loss

TORONTO—Decline in secondary business has overbalanced the improvement in the first-run business, John J. Fitzgibbons, president and managing director, Famous Players Canadian Corporation, notes in a message to the company's 8,560 Canadian shareholders. The message accompanied the 37½ cent quarterly dividend.

Fitzgibbons pointed out that business in the first-run houses has "favorably reflected the good effect of better motion pictures and the revolutionary new methods of producing and presenting films."

The increasing number of TV sets is blamed for the decline in business in the neighborhood theatres and those in smaller towns, which "follows the experience of motion picture theatre operators in the United States up to 18 months ago, when due to the improvement in the quality of films and new systems of presentation, an upturn in business began to take place and has since continued."

Fitzgibbons said that with the improvements in the motion pictures "immediately at hand," the period of attendance adjustment in Canada should be considerably shortened as compared with the U.S. experience. "For the moment the decline in the secondary theatres overbalances the first-run theatre improvement with a consequently lower profit," he said.

He said that the future, however, gave reason "to look forward with confidence to the boxoffice results that should be obtained from the exceptionally strong product available to us for our fall and winter seasons."

He then went on to cite the titles of various new films, mentioning such names as "Strategic Air Command," "Daddy Long Legs," "Love Me Or Leave Me," as being pictures which have shown strength.

Canadian Comment

Two newspapers in Canada made editorial pleas on behalf of the motion picture industry as well. One was the Hamilton Review, in Hamilton, a weekly in which writer Joe Yule wrote, "I'd like to take a minute of your time and see if I can convince you that there is no better way to enjoy yourself these hot nights than at the movies." The writer, using a pseudonym, pointed out there were more people going to the movies than to baseball games, horse races, or any sport event you can mention. "There must be a reason, and as a diehard movie fan I can say it's because there is an enjoyment to be found at the movies that you don't get from doing or seeing other things." From the Sudbury Daily Star, Sudbury, Ont., came an editorial pointing out that the movies theatres "that operate in a city can be quite properly described as an industry, and an important one, for the employment they provide for a great number of people and the economic contributions they make to the community." The editorial reminded its readers, on the occasion of the 50th anniversary of movies, "to recall the lift to morale that movie theatres provided during the years of the depression. Here was one medium of entertainment that stayed within the reach of individuals whose financial means were extremely meagre indeed. The movie theatres still provide the best medium by which people can see the world come alive through action, spoken words, and pictures. An evening at the movies will always be an entertaining and informative experience in Sudbury, because of the great variety of films offered to the public, and because a movie story is one told in one chapter."

Among those present at the recent celebrity studded London, England, premiere of Warners' "Battle Cry" were, left to right, Lt. Col. Metzger, U.S.M.C., Odette Churchill; and Arthur Abeles, Jr., Warners managing director for Great Britain.

CINE CHATTER: First page of the financial section of The Telegram was dressed with a story on the J. Arthur Rank non-profit set-up. The top of six columns went for pictures of a Rank star, June Thorburn, Rank, and Pinewood studios. . . . Fred Moriss, Winnipeg Free Press, did a series of columns from Hollywood. . . . A Montrealer who showed indecent movies in his basement, charging each person $3, escaped conviction because he contended the cellar was not a theatre under the terms of the Criminal Code. The crown seeks a retrial. . . . Newest firm formed in this country to make commercial, documentary, and educational films, the Mars Film Studio, was opened in Ottawa. . . . The Community, 35mm. house in Cut Knife, Sask., recently offered an all-Canadian show made up of three National Film Board shorts. . . . E. F. Holliday, audio-visual director, Saskatchewan Department of Education, will have modern quarters in the Provincial Building now under construction in Regina. He was recently made honorary president, Regina Film Society, in appreciation of past help. . . . Court dispute over the new Paragon, Melville, Sask., now under construction, was initiated by Gilbert Morrison, who claims he owns the property. He wants the Town of Melville to stop Hugh Vassos from continuing work.

—HARRY ALLEN, JR.

Foreign Exhibs Prosper As Economies Improve

NEW YORK—Sam Rosen, executive vice-president, Stanley Warner Corporation, returned last week on the Queen Elizabeth from a month in Europe, which included a visit to the Cinerama installations. He said Cinerama was enjoying tremendous popularity both in England and on the continent and that the general improvement in economic conditions in western Europe was an important factor in the healthy motion picture business in free Europe generally.

Rosen said that exhibition was more prosperous abroad than here due to a combination of factors, which included foreign releases of the better pictures which have already played throughout the United States, plus good foreign product, plus the economic improvement. He said it was probable that we would play an increasing number of English pictures as production was attuned to the needs of a world market, rather than produced mainly for the British Isles.

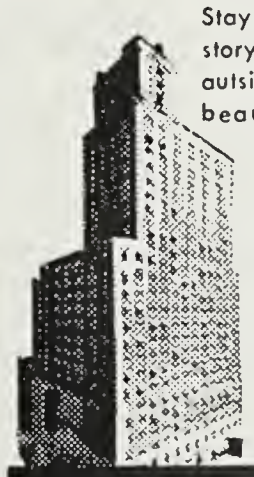
Rosen was met at the dock by S. H. Fabian, president, Stanley Warner; Harry M. Kalmine, vice-president and general manager; and Harry Goldberg, head, advertising department. Returning with Rosen were members of his family who attended the wedding of his son, Arthur, in Paris, including Mrs. Rosen, Dr. and Mrs. J. Yellin, and his sons, Charles and David.

Lab Personnel Shortage Seen

NEW YORK—A shortage of skilled film laboratory personnel was predicted for the near future by Herbert R. Pilzer, president, Circle Film Laboratories, last fortnight. He asserted that the industry must take positive action to forestall that possibility in order to prevent a serious situation from developing.

He explained that the demands of television and color films have caused enormous expansion and that the point is being reached where the existing pool of help is exhausted. Pilzer suggested that some move be made on an industry basis to acquaint young people interested in a film career with the advantages of laboratory work.

COMING TO NEW YORK?



Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from $5.50 daily. Two room suites from $8.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel BEACON

Broadway at 75th St., New York

Oscar Wintrab, Managing Director

He starts the fanfare July 27th!

THA

You'll be seeing a lot of "JACK" soon!
—Warner Bros.

HEN JACK WEBB BEGINS

THE MOST INTENSIVE IN-PERSON BUILD-UP

THE INDUSTRY HAS EVER SEEN!

THE GIANT DAY-BY-DAY, CITY-BY-CITY

MONTH-LONG PERSONAL APPEARANCE

SEND-OFF FOR **JACK WEBB**

AS PETE KELLY IN

PETE KELLY'S BLUES

WRITTEN BY RICHARD L. BREEN

STARRING **JANET LEIGH**

EDMOND O'BRIEN

PEGGY LEE

ANDY DEVINE · LEE MARVIN · ELLA FITZGERALD

A MARK VII LTD. PRODUCTION · DIRECTED BY JACK WEBB

PRINT BY TECHNICOLOR · PRESENTED BY WARNER BROS.

WARNERCOLOR CINEMASCOPE STEREOPHONIC SOUND

And on July 24th watch and listen to the way the entire Colgate Variety Hour (NBC-TV)-with Jack Webb starring- will shout out the news about Pete Kelly's Blues!

REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

WINNING ENTRY

"American Story" Scores In Third Sweepstakes For Utah Theatreman

PHILADELPHIA—Ted Kirkmeyer, manager, Ogden, Ogden, Utah, has come through as first prize winner in contest number three of SHOWMANSHIP SWEEPSTAKES, with his entry on "The American Story."

There was little doubt from the very beginning that Kirkmeyer had hit on a natural. Many exhibitors, following in the line of the various entries so far, may well adopt the stunt and capitalize upon it for themselves.

This one is outstanding and wins the $100 hands down. Some of the judges' remarks state, "Good for school tieups"; "An original idea"; "I'm still for anything fresh that brings new people to the boxoffice."

A new contest starts each and every week. If you didn't win in the third group of five entries, keep trying.

Proofs for next week's consideration by the judges are now in their hands. Keep plugging!

"THE AMERICAN STORY"

Submitted by Ogden Theatre, Ogden, Utah
Ted Kirkmeyer, Manager

667 Seats • 50 Cents Top Adult Admission
General Downtown Patronage

"Recently the president of one of the Latter Day Saint Church Relief Societies came to the office and inquired if I could assist her in securing a 16mm. film on 'The Constitution,' 'Declaration of Independence,' etc., which she understood were available for schools.

"She advised that one of the objectives of the Relief Society was to familiarize LDS members with outstanding American events so that each could better appreciate his American heritage. I informed her that the motion picture industry had available many outstanding films depicting these studies and we would be happy to work with her group in blending these selected films into one program and call it 'THE AMERICAN STORY.'

"We contacted the various film exchanges and secured a list of available subjects.

"A meeting was held with the representatives of each of the 11 stakes in this area (each stake has eight wards or churches) and a plan was approved whereby the church would rent the theatre outright for this film program and distribute special tickets to its members. The rental of the theatre was 40 per cent of our average weekly gross. The program was set for a Monday and a Tuesday, and the theatre is usually closed on Mondays.

"The program consisted of the following short subjects: 'Declaration Of Independence,' 'The Monroe Doctrine,' 'Man Without A Country,' 'America For Me,' 'House Of Knowledge,' (The Smithsonian Institute), 'Untroubled Border' (U.S.-Canada); 'Flag Of Humanity' (American Red Cross); and was two hours and 10 minutes long and ran continuous from one p.m. each day. The program was so well patronized that the theatre played to capacity with a holdout each evening at peak hours.

"We were enthused about the possibilities of this program from the beginning. However, it was not until we received the warm handshake of patrons leaving the theatre and noticed how deeply moved they were in seeing the enactment of such famous American documents, etc., that we realized how much this program meant to all who attended.

"Those who attended were not our average patrons, but infrequent moviegoers, many of whom had not attended a motion picture theatre since the advent of television. This proved without a doubt to be the greatest public relation activity we have ever encountered. Schools were dismissed so that youngsters might attend, and special announcements were made in each of the 88 LDS churches.

"Since this marks the first time, to my knowledge, that anyone was privileged to see all these treasured films on one program, I definitely feel that such a program would be well received in every community in America. The industry can be rightfully proud of making such a program possible.

"Although our program was sponsored by the LDS Church, it blends itself to a perfect sponsorship for Civic Clubs, Retail Merchants Associations, Patriotic Groups, or any large industry or firm, Parents Teachers Association, etc. If held on any patriotic date it should be all the more of a 'natural.'

"Special admission cards were printed and distributed by the sponsoring organization. There were plainly printed and read on the bottom: 'NOTICE: This ticket was purchased in advance. Please present it at the boxoffice in exchange for admission at no extra charge.' This kept close tally on attendance.

"Letters of commendation were received by the theatre from the Weber Shake Relief Society; the Riverdale Stake Relief Society; the Far West Relief Society Board; the Superintendent of Ogden Public Schools, who said, 'Congratulations on your cooperation with church, school, and community agencies . . . it was most helpful to have this type of presentation available in a motion picture program . . . and I would recommend it without hesitation as a splendid example of combining recreation and education."

"Also I received a letter from a partially blind woman, who said: 'Enclosed are two tickets which I should have given to your doorman last evening when I took my young grandson to see "The Story Of America". I had planned to meet him after school, and discovered I had left the tickets at home. The doorman was absent when I entered, and I asked the girl at the refreshment stand if she could let us in and I would send the tickets in today. She was very kind to let us in and I am keeping my word with her. I attend your theatre often. I wish to congratulate you on the extreme courtesy and intelligence of your employes, especially the man at the door and the girls at the refreshment bar.'

"About the only cost to us, other than the film rental, was the making of several lobby frame signs, one of which is shown in the illustration."

A picture typical of the many families who brought their children to see "The American Story," Ogden, Ogden, Utah, a promotion of manager Ted Kirkmeyer, left. On the right, young and old are seen expressing their appreciation to Kirkmeyer for arranging the program.

RUNNER-UP NUMBER 1

"DAVY CROCKETT"

Submitted by Bradley Theatre,
Columbus, Ga.
Charles C. Mizell, Manager

1640 Seats • 65 Cents Top Adult Admission
General Patronage

It was inevitable that "Davy Crockett" hit the SWEEPSTAKES sooner or later. Let, then, this be the first and last of the entrants on the Walt Disney-Buena Vista live-action feature "Davy Crockett—King Of The Wild Frontier."

This fellow Mizell went all out for window and department displays in stores featuring the Davy Crockett merchan-

1955-56 SER

DAVY

HOSS 'N' CORRAL

KID CONTEST

WINDOW DISPLAY

dise; and this wasn't so hard to do as there is plenty of this here Davy stuff the kids are plumb crazy about. However, when you round up an even dozen of them all over town, it shapes up as a job well done.

And then when you keep in there plugging with the merchants' association, which sponsored a Carnival Days promotion on a Friday and Saturday, when you were playing the ol' Davy picture, you know you've done a job, yes sir!

In cooperation with a shoe store Mizell had a man dressed in a Davy Crockett outfit riding a horse and playin' guitar and singin'. He made appearance on the stage at the special kiddie show, at which prizes were handed out for the best outfitted little Davy Crockett in the audience. The Davy Crockett character also made an appearance on Sam Neels' TV program. And a corral of pine slabs was erected in the street by the cooperating shoe store for the horse, with full credits for the picture and theatre.

Also during the merchants' Carnival Days an usher dressed in a clown suit and coonskin cap was out selling popcorn and orange juice smack on the sidewalk in front of the theatre.

Three merchants were persuaded to give free tickets to children for which they reimbursed the theatre at full price.

The Columbus, Ga., Ledger went all out in giving publicity to the theatre-merchants co-op and the Davy Crockett doings; and, well they should have when they grabbed themselves over six and a half pages, of Davy Crockett advertising that they otherwise wouldn't have got. And did that Crockett merchandise, such as fringed twill longies, T-shirts, suits, coonskin caps, records, mocassins, belts, suspenders, ties, etc., sell like wild-fire to the small fry! One market in on the deal gave away passes to see the film doin's of Davy in return from labels from any Southern Maid products; and gave the kids Davy Crockett color comic books with every package of weiners, as well.

All in all, Mizell did himself right proud in cookin' up a storm of co-op interest in pal "Davy."

Using his campaign for a guide, we suppose you all can do the same.

RUNNER-UP NUMBER 2

GOOD CONDUCT CERTIFICATES

Submitted by J. E. DeSilva
Playhouse, Canandaigua, N. Y.

960 Seats • 60 Cents Top Adult Admission
Family Type Patronage

This contestant comes up with a novel idea bound to have favorable repercussions among the small fry of his town.

He suggested to a local dentist that instead of giving candy, as was his custom, to the kids, why not give them theatre tickets. The dentist liked the idea so much that he had printed up a special award ticket (see illustration) at his own expense.

Now, these will be presented at the box-office and exchanged for tickets. Once a month the dentist will pick them up and pay the charges on them. The cashier will mark each one as to whether it was used for a regular show or a special show. The special award tickets are issued only to children 12 years old and under.

In this there is a terrific idea on which you can go to work. You don't have to confine your approach to dentists. Try your doctors, barbers, shoe stores, etc. It is felt that when you show them this attractive special award idea, they will be eager to latch onto it because it is different and attractive.

DeSilva has since been transferred to the Riviera, Rochester, N. Y., where he has also put the stunt to work.

RUNNER-UP NUMBER 3

DOCTOR IN THE HOUSE

Submitted by Jack M. Mahon
Orpheum, Prince Albert, Sask., Canada

760 Seats • 45 Cents Top Adult Admission
Rural and Urban Type Patronage

Here's a 10-point sales campaign worked out to sell and promote Republic's spoof on doctors, nurses, hospitals, etc., "Doctor In The House."

All of the male house staff were attired in doctor's gowns and skull caps; while the female staff members wore nurses' uniforms. The lobby was made to resemble a hospital, with appropriate signs; and appropriate "hospital" signs were posted around the theatre, such as "For Walking patients only" at exit doors. The candy bar was embellished by a local druggist, with colored bottles and pills. This made a very attention-getting display.

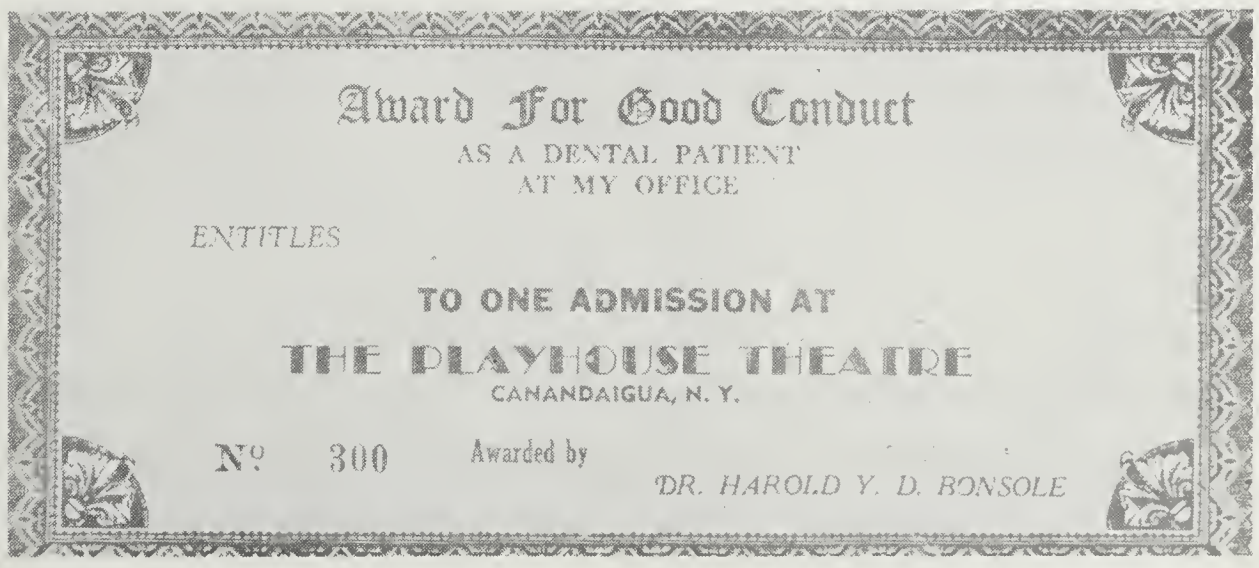
One boy was out on the streets with one-sheet boards; while another lad was bandaged up as if he had met with an accident, with a sign on his back.

The drug store handed out theatre flyers to all customers and had some 11 x 14's in his window display.

Special flyers were placed on all doctor's cars while parked behind their clinics.

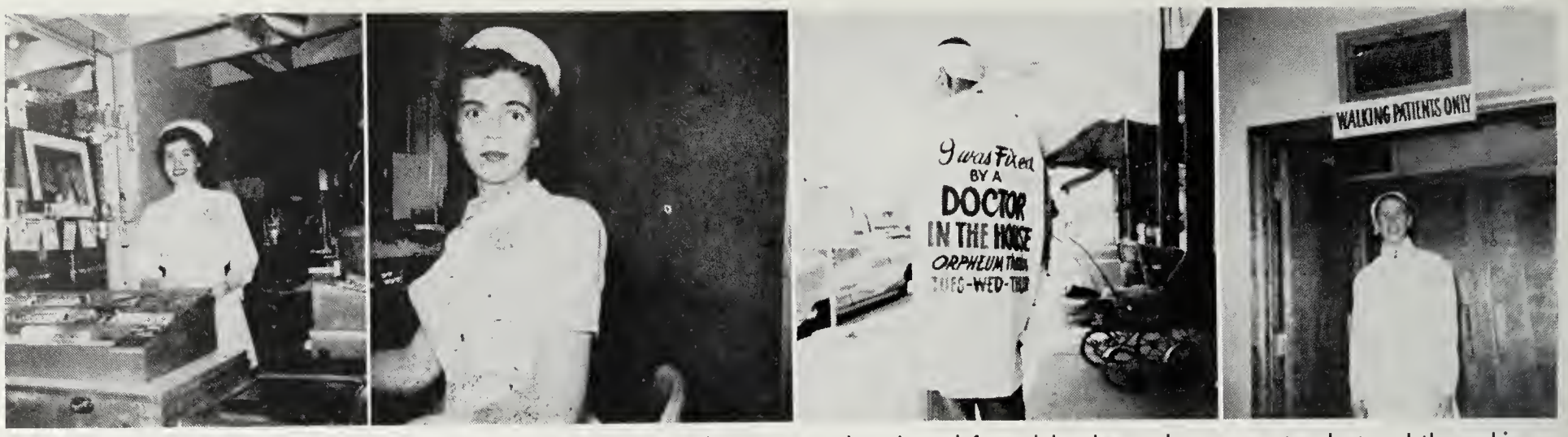
Flyers were also delivered in individual envelopes to nurses and student nurses at the local hospital.

This was one picture that, according to Mahon, once the ball started rolling, one exploitation gag led to another. Everyone seemed to enjoy working out the stunts, all of which can be inexpensively and readily carried out by any theatre playing the picture.



N$HIP
AKE$

alists In Contest No. 3



Illustrating the entry in SHOWMANSHIP SWEEPSTAKES of Jack M. Mahon, Orpheum, Prince Albert, Sask., Canada, on Republic's "Doctor In The House," are these shots of the house staff appropriately attired in medical garb such as, left to right, the candy counter attendant and the cashier as nurses; a "patient" used as street bally; and a young aide attired as an intern.

RUNNER-UP NUMBER 4

"GUEST TICKETS"

Submitted by Charm Theatre,
Holyrood, Kansas
Paul Ricketts, Owner-Manager
280 Seats • 50 Cents Top Adult Adm'sion
General Patronage

Stating that "We got television competition about 20 months ago and dozens of families who were formerly regular patrons have not been to the theatre since they bought their sets.

"After we remodeled and installed CinemaScope equipment, we felt it would be good business to invite these folks in for a sample of the "new look."

"We printed invitations reading: 'We haven't seen you folks at the theatre for some time and we are wondering if you have forgotten how enjoyable movies are. We have recently done a lot of remodeling and have installed new wide-screen and CinemaScope equipment and we are mighty proud of the results. Many folks have told us we have the best looking big screen picture they have seen. We think you will agree with them, so we would like to have you see it.

"We have a picture coming which we think you will especially like, so if you will just present this invitation at the door you will see the picture as our guests. This includes the family, if they come as a group. The date and the picture: .....

"Sincerely,
"THE RICKETTS FAMILY."

Ricketts continues, "Each invitation had the name of the family and the show to which we were inviting them typed in and were mailed first class. We aroused some interest; got some complaints; and we think the effort was successful. We are very much opposed to 'free passes'; but we make rather heavy use of 'guest tickets,' sending them on any occasion that we think will do us some good. However, we think we have not cheapened our merchandise. We stress the term 'be our guest' on any ticket we use for this purpose."

$$$-ADDITIONAL PRIZES-$$$

While $100.00-per-week will be awarded each and every week throughout the year by the SHOWMANSHIP SWEEPSTAKES editors, certain film distributors will post from time to time additional CASH PRIZES to focus attention on a particular picture. Such CASH PRIZES must be posted until won, during a maximum period of 13 weekly issues, and if not won during that time will be withdrawn. To win these CASH PRIZES, the entrant must *first* win the $100.00 SHOWMANSHIP SWEEPSTAKES Award. Should the winning promotional effort involve a picture that has a CASH PRIZE posted, the winner gets this latter prize from the Film Distributor *as an added bonus.*

COLUMBIA PICTURES CORP.
$500.00 on —
"IT CAME FROM BENEATH THE SEA"
(This Prize Offer expires Oct. 5)

PARAMOUNT PICTURES
$500.00 on —
"WE'RE NO ANGELS"
(This Prize Offer expires Oct. 12)

Theatre, Playground Tieup Increases Summer Business

ILION, N. Y.—An enterprising guy is Ray Leveque, Schine's Capitol, who has the local playground commission working hand-in-glove with him throughout the summer. A few of the things lined up are a program to select a King and Queen to reign for the summer. Then there will be a costume contest, a "big sister" and "little brother" contest; an amateur night; etc.

He has arranged for all of the contests to have their finals on the stage of the theatre and has also sold the playground directors and commission on the idea of a rainy day activity to be held at the theatre when inclement weather prevents outdoor activity. He has offered them the privilege of purchasing gift books for this.

There's Money In Rentals

MALONE, N. Y.—One highly lucrative method of increasing business and yet, for some reason or other, one frequently overlooked is that of lining up rentals.

The Schine organization is one group of theatres whose managers seem to specialize in the activity.

For example, Irwin Promisel, Malone, Malone, has a July 23 rental set with Sears for a matinee. He also has back-to-school and Christmas rentals already lined up, and in between these, he has set a Thanksgiving rental with Malone Dairy. On top of this, he is working on a Kiwanis rental and a Safety Club rental.

BETTER MANAGEMENT DEPARTMENT

George Nonamaker
Editor

THERE IS NO NEED to tell you that summer is truly the dog days of the year.

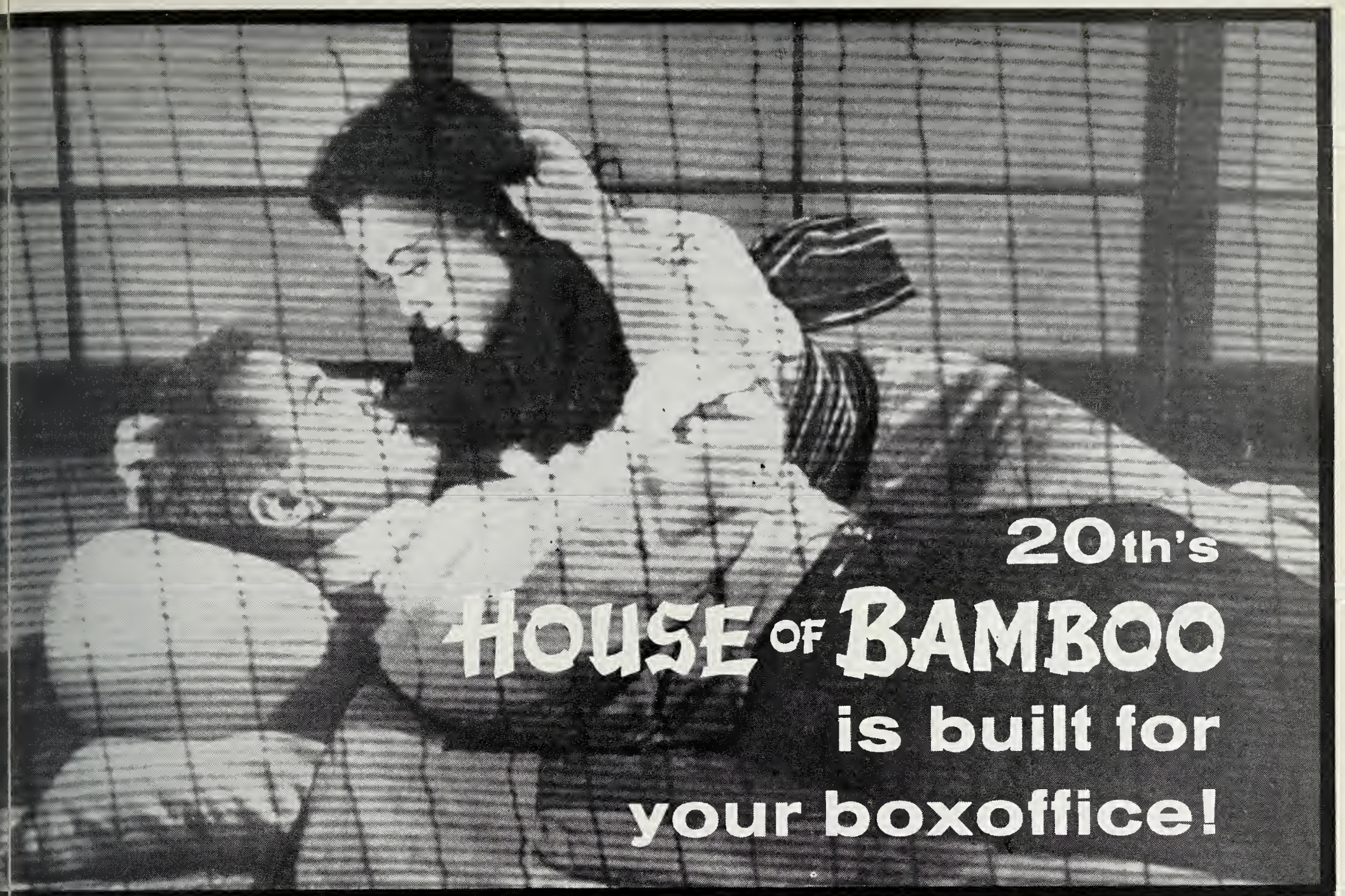
Naturally, this holds good more for the conventional, indoor theatre, than for the drive-ins, most of which, according to their locations, thrive in the heat.

But it is possible to sell your air conditioning just a trifle more than a lot of spots have done. It is too valuable an installation to let pass by with a matter of fact attitude, assuming that the general public takes it for granted you have it; that it has become one of those accepted, commonplace things that customers expect and demand, rather than something added you can actually sell if you set your minds to it. Those puny "air conditioned" banners hanging limp in the non-breeze heat of the day outside the theatres are no inducement and give no incentive to passersby to rush in to get cool. The least you can do is to create an artificial breeze behind them and make them blow, or create a spirit of coolness by the use of light blue, light green, or other cool colored signs on your front.

We heard of a case in point recently that proves that ingenuity is not dead in this business. The Strand, Mystic, Conn., started selling a "naturally iced air cooling system." All that this amounted to was the management capitalizing upon the fact that in a room off from the main auditorium there is an ice box with fan set up whereby the air is taken from the outside, pushed through the ice chamber, where there is a 1,000 pound ice delivery daily, into the theatre. Of course, this is merely making do with an antiquated system, but it's the try that counts.

A few more hot ideas on selling your cool setups might help.

—NONAMAKER.

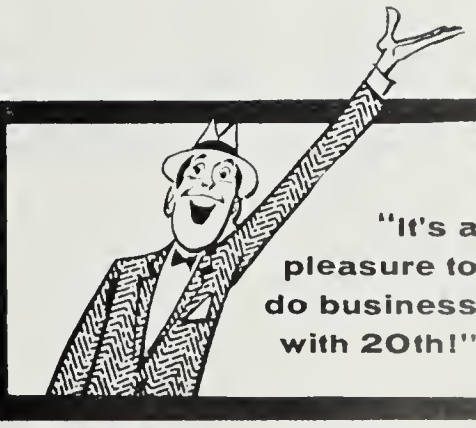


SO EXPLOSIVE Tokyo couldn't hide it...Washington couldn't hold it back! Authentically filmed where it happened with the cooperation of the U.S. Army Far East, the Japanese Government and the Tokyo Metropolitan Police!

SO DIFFERENT as it dares to reveal the gripping love story of an American soldier and a forbidden Kimono Girl...who helped crack the terror of renegade ex-GIs in the Tokyo underworld that rivals the old "Chicago" days!

SO STARTLING in scenic beauty as CinemaScope plunges you into the exotic heart of Japan to surpass the thrill-filled sights of Rome in "Three Coins in the Fountain" and the exciting vistas of Hong Kong in "Soldier of Fortune"!

20th Century-Fox presents A CINEMASCOPE Picture
HOUSE OF BAMBOO starring ROBERT RYAN · ROBERT STACK
SHIRLEY YAMAGUCHI · CAMERON MITCHELL with Sessue Hayakawa
Sandro Giglio · Produced by BUDDY ADLER · Directed and Additional
Dialogue by SAMUEL FULLER · Written by HARRY KLEINER · COLOR by DE LUXE



"It's a pleasure to do business with 20th!"

This Was The Week When.....

U-I hosted an invitational sereening of "To Hell And Baek" at the Fort Jay, N. Y., Post Theatre, following a military reception for Audie Murphy. . . . Warners' long-awaited "Mr. Roberts" opened in New York's Radio City Musie Hall. . . . Tennessee Williams' hit drama, "Cat On A Hot Tin Roof," was aequired by MGM as a vehicle for Graee Kelly. . . . United Artists moved the New York premiere of "The Man Who Loved Redheads" from July 18 to July 25, in the Paris, New York. . . . July 26 was set by Des Moines as Paul Gregory Day, highlighting the premiere of UA's "Night Of The Hunter."

National Theatres directors declared a quarterly dividend of 12½ cents a share on common stock, payable August 4 to holders of record July 21. . . . Joseph Brenner Associates took over the distribution of "Mau Mau" for New York and Connecticut, which premiered at New York's Trans-Lux 49th Street. . . . Alfred Hitchcock's Paramount film, "To Catch A Thief," and UA's "The Kentuckian" were nominated for awards at the Venice Film Festival. . . . A 48-hour continuous showing was slated by Warners for the "Mr. Roberts" San Francisco bow in the St. Francis, Aug. 5. . . . Managing director William Moclair, New York's Roxy, announced four top 20th-Fox films to follow the current "Lady And The Tramp," starting with "How To Be Very, Very Popular."

It's A Boy

PHILADELPHIA—A son, Philip Lloyd, was born to Mr. and Mrs. Arnold Farber last week at the Albert Einstein Medical Center. The father is editor, MPE's PHYSICAL THEATRE Department and annual THEATRE CATALOG.

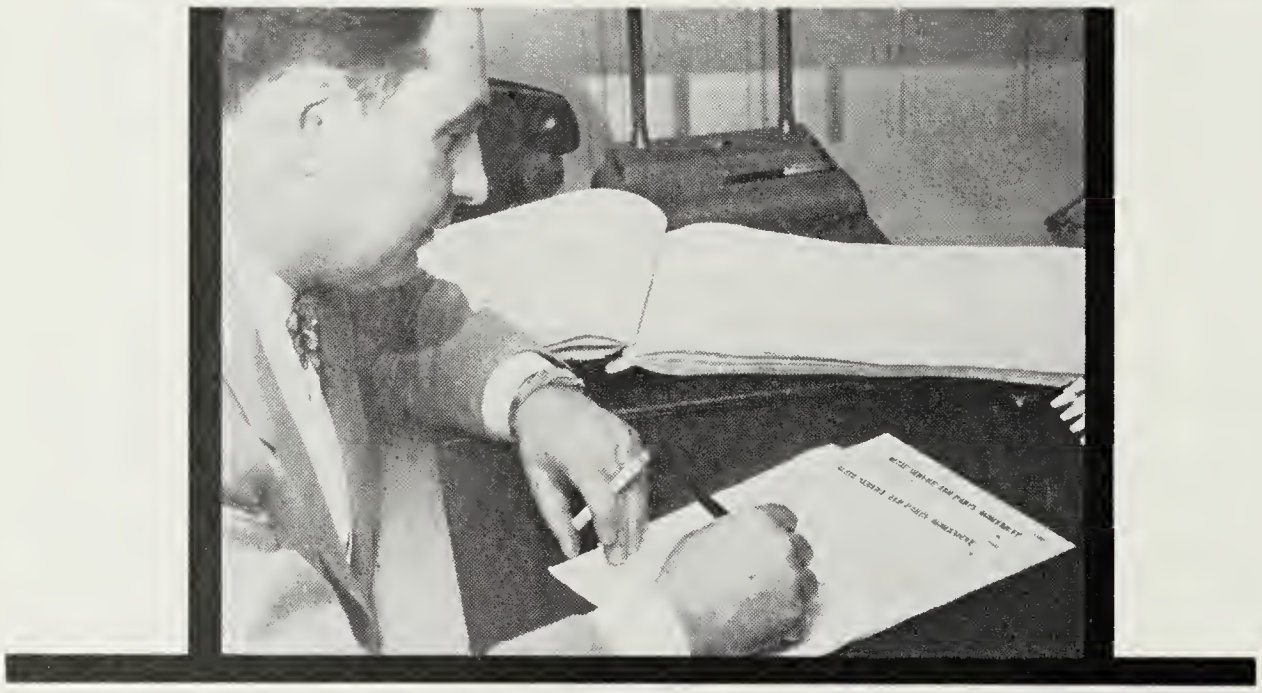
Commenting that his elose assoeiation with wide-sereen systems during the past few years might have had something to do with it, Farber said that the baby weighed in at an aspect ratio of eight pounds, six ounces.

It is the couple's first ehild, and both mother and son are doing fine.

RKO Cash Draws Interest

NEW YORK—The operations of RKO Pietures Corporation for the three months ended June 30, 1955 resulted in a net profit of $52,537. For the six months ended June 30, 1955, operations resulted in a net profit of $100,274.

Sinee Mareh 31, 1954, when the Corporation sold, with the approval of stoekholders, all its assets, its holdings have consisted solely of cash, substantially all of whieh is on time deposits with banks. The profit figures set forth above represent the interest ineome on sueh time deposits less eorporate expenses.



HE SOLVED HIS SERVICE PROBLEM

So can you!!!

ALTEC® SERVICE CORPORATION

A stroke of the pen on an ALTEC service contract brought protection of performance and equipment investment to this wise showman.

His satisfaction has since been expressed with a contract for additional theatres.

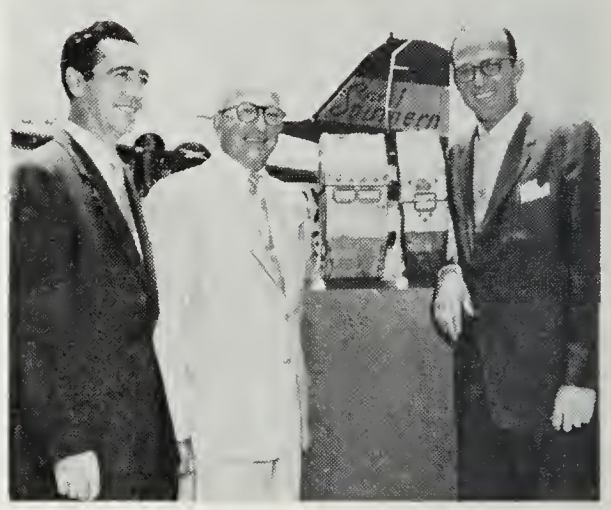
You can solve your sound service problem today. Call your nearest ALTEC office, or write Altec Service Corporation, 161 Sixth Avenue, New York 13, N.Y.

SPECIALISTS IN MOTION PICTURE SOUND

161 Sixth Avenue, New York 13, N. Y.

Alabama Law Officer Lauds "Phenix City"

PHENIX CITY, ALA.—John Patterson, attorney general of Alabama, last week deseribed Allied Artists' "The Phenix City Story" as "a motion pieture that will strike a powerful blow against erime and eorruption in every city in the United States." Patterson, obviously emotionally impressed by the film that recreates the brutal murder of his father, referred to the pieture as "a powerful objeet lesson for all Amcrica. The pieture direetly shows what organized erime can do to a city when the eitizens allow the gangs to take over. . . . does a great serviee for the people of Alabama beeause it impresses upon them, probably as no other medium eould, what happens when gamblers and gangsters first ease in and eventually take over a whole soeiety."



Samuel Bischoff, center, co-producer with David Diamond of Allied Artists' "The Phenix City Story," is seen recently arriving in Columbus, Ga., with the first print of the film in advance of its world premiere at the Phenix City Drive-In and Palace, Phenix City, and Georgia, Columbus, Ga. Greeting Bischoff are Carl Patrick, left, general manager, Martin Theatre Circuit; and E. D. Martin, national president, TOA, and president, Martin Theatres Circuit.

The pieture was screened for Patterson, editorial members of the Columbus, Georgia Ledger, the newspaper that recently won the Pulitzer Prize for their Phenix City story coverage, and eivie leaders of Phenix City and Columbus.

The enthusiasm for the pieture was so overwhelming that the "Committee of 200," the group of eivie offieials and leaders devoted to helping Phenix City continue its fight against viee-overlords, stated plans to sponsor the world premiere of "The Phenix City Story" at three loeal theatres yesterday (July 19).

Pieture was to open at the Georgia, Columbus, Ga., and the Palaee and the Phenix City Drive-In. All proeeeds were tieketed for a fund to eontinue the fight to keep Phenix City free of erime and vice.

Final plans were being arranged with committee members and E. D. Martin, Roy Martin, and Carl Patriek, top exeeutives, Martin Theatres.

Jack Biben, Agent, Dies

WASHINGTON—Jaek Biben, 44, theatrieal agent, formerly assoeiated in the business with his brother, Harry, in Philadelphia, died here last week. He had operated an ageney here for the past eight years. Other survivors are his daughter, a son, two other brothers, and a sister.

NEWS OF THE TERRITORIES . . .

Censor Board Confused Over "Jungle Decision"

ATLANTA—A Federal Court order to allow a banned picture to be shown in Atlanta may affect future efforts to censor motion pictures. Although future policy is not to be considered by the Atlanta Library Board, the local censoring authority, before its regular meeting, attorneys are studying the decision and its implications. Bartow Bloodworth, assistant attorney, who defended the action of Mrs. Christine Gilliam, censor, and the board in banning "The Blackboard Jungle," said he had not conferred with city attorney Jack Savage, or other members of the staff, concerning action.

The city could ask a stay of the court injunction which Federal Judge Boyd Sloan granted. If he agreed to postpone making the order effective, an appeal could be taken, but, in the absence of a stay of the order, the picture could be shown and gone before a decision could be obtained on appeal. William F. Floyd, Jr., president of the board, said he has not discussed the matter and probably will not do so before the meeting.

Bloodworth pointed out that Judge Sloan decided no constitutional question, although he did discuss the right and immunities conferred by the Fourteenth Amendment. "The decision does not necessarily mean that our right to censor is ended" Bloodworth said. "We will determine our course after conferences, and after the court order has been handed down."

N. Y. Censor Selection Marks Time With Bowen

ALBANY—Dr. Ward C. Bowen, recently appointed acting director, Motion Picture Division, State Education Department, will serve as acting chief censor for an indefinite period. It probably will be mid-August before the department officials consider the question of filling the post permanently. The presumption is that the Commissioner-elect, Dr. James E. Allen, Jr., now Deputy Commissioner, will decide that a new list should be established and an examination given by the Civil Service Commission. How long it would take to arrange the test and to fix eligibility requirements is not known, but several months might well pass before details are set.

Meanwhile, Dr. Bowen will continue as acting chief censor, spending much of his time in the New York offices. A member of State Education Department staff since 1923, and an instructor at Cornell prior to that, he is not believed to be a candidate for MPD director.

Mass. Exhibs Warned About Doubtful Films

BOSTON—Cautioning Massachusetts exhibitors against buying doubtful films from peddlers flooding the mails with announcements of their product since the Supreme Judicial Court declared prior censorship of Sunday films unconstitutional, Edward Lider, president, Independent Exhibitors, Inc., of New England, a unit of National Allied said, "The decision of the Supreme Judicial Court does not mean that exhibitors can show films contrary to the public welfare or those which are immoral or obscene. A city has the right to stop the exhibition of any motion picture classed as indecent. This is a proper exercise of the so-called police power by the government to protect the welfare of its citizens and to prevent a breach of the peace. This is true now as it was before the decision and this police power can be exercised seven days a week. We therefore caution exhibitors to stay away from doubtful films which may offend patrons and those which could arouse public opinion against the operation of theatres, thus inviting adverse legislation which could restrict exhibitors more closely than ever in freedom of exhibition."

Regarding the problem of licensing fees for Sunday showings, in the Commonwealth, Lider explained that a final decree must be entertained in the Superior Court of Boston as ordered by the Supreme Judicial Court before the ruling is completely effective. "Each exhibitor should contact his local city clerk if he has been paying a city license, and he should contact his state inspector to see if he should continue to apply for his state Sunday license of $2. In other words, until the final decree is entered in the lower court, it is still not clear whether an application for a Sunday license should be filed in each locale or city. However, if it is required, a refund will be made on each application."

Albany

The Variety Club moves into new quarters on mezzanine of Sheraton-Ten Eyck Hotel on September 1. Following a special meeting, at which chief barker George H. Schenck submitted revised plans for occupancy of the large air-conditioned rooms, the program went forward to obtain a lease, on terms mutually agreeable, for a five-year period. A delay in announcing the change-over ensued while Albany Club prepared to move out. Tent 9 had first negotiated for space in hotel's Rose Lounge, but this did not materialize.

The Auto-Vision, East Greenbush, N. Y., built about 1939 and the first ozoner in the exchange district, will play to its millionth customer sometime during July. . . . "Devil Take Us," the RKO documentary short on safety, had a morning preview at the Delaware. Mayor Erastus Corning, police and safety officials, and members of church and civic organizations attended.

Atlanta

Roy Nicaud, branch manager, Howco Films, resigned from the company and will return to New Orleans. . . . Walter Walker, Columbia, has resigned to join Buena Vista. . . . Bill Murray, booker, 20th-Fox, resigned. . . . The Delray, Delray Beach, Fla., closed for the summer. . . . The Greensville, Greensville, Ga., has closed. . . . The Imperial, Kings Mountain, N. C., the city's oldest theatre, was closed temporarily by manager Claude Web, for remodeling.

James W. Raulerson, manager, Drive-In Theatre, Lakeland, Fla., was married to Annette Van Winkle. . . . James M. Miller, manager, Ace, Belle Glades, Fla., and Laverne Carter were married. . . . Irving Shiffrin, field representative, Allied Artists, was coming in for the opening of "The Phenix City Story," at Columbus, Ga., July 19.

The new officers, board members, and committee chairmen of the WOMPI held their monthly meeting with a dinner at the YMCA. Plans were discussed for the national convention, Sept. 30 through Oct. 1 in New Orleans, together with the 1955-56 plans for service and extension. Mrs. Stella Poulnot presided. The 1954-55 officers and group heads honored the retiring president, Mrs. Betty Rary, at a luncheon given at the Atlanta Variety Club. . . . The Capital, Homerville, Ga., is now under the management of F. T. Summerlin, who took over from Mrs. Lucy Shapiro. . . . The Chamber of Commerce, Savannah, Ga., is making a bid for the world premiere of 20th-Fox's "The View From Pompey's Head," following shooting of some of the scenes there. . . . Earle M. Holden, resident manager, Lucas and Avon Theatres, Savannah, has been named director, Merchants Council.

Boston

The world's largest drive-in, a dual-type ozoner for 3600 cars, 1800 on each side, will be erected in the metropolitan area by Smith Management Company. "I cannot disclose the actual site of this newest drive-in of ours," said Philip Smith, president, "until a small legal technicality has been ironed out, but this twin drive-in will be actually two huge drive-ins in one, with two complete concession buildings, projection booths, entrances, and exits. . . . Construction should get rolling around Sept. 1, for a spring opening." The expansion of this circuit, which has 20 drive-ins scattered throughout the east, including three theatres to be open to the public by Aug. 1. On July 15 the company was slated to open the gates of its Jersey City Drive-In, accommodating 1800 cars. On July 22, its Hartford Theatre, in the heart of the Connecticut city, will open for 2100 cars, and on July 29, the circuit will unveil its Timonium, Md., ozoner, which was started by Freeman and Lerner of New York, but was taken over by Smith before completion. The Smiths changed the original plans, enlarging the theatre, and altered the concession building to conform to their specifications.

Herman Rifkin, president, Rifkin circuit, has closed the Majestic, Springfield, Mass., for the summer. With the circuit's Suffolk, Holyoke, Mass., leased to Western Massachusetts Theatres and the Liberty, Springfield, closed over a year ago, the Rifkins operate only two walled theatres today, the Jefferson and Phillips, both in Springfield. The circuit operates six drive-ins, five in Massachusetts and one in Rhode

Catholic Drive-In Ban Ends As "Sinbad" Quits

BUFFALO—The Legion of Decency in the Catholic diocese of Buffalo lifted its ban against the new Twin Drive-In Theatre, where the Legion-condemned RKO's "Son Of Sinbad" was withdrawn two days before the time stipulated in its contract, the very Rev. Msgr. Edward S. Schwegler, Legion diocesan director, has announced.

The Legion originally asked Catholics to stay away from the drive-in for six months. In announcing the lifting of the ban, Msgr. Schwegler pointed out that the owner regretted he had run the picture and said he was not fully aware of the Legion's objection to the film.

The Rochester, N. Y., Deanery Holy Name Society protested the showing of "Son Of Sinbad," when it opened at the North Park Drive-In there. Frank J. Lange, Society president, said a letter signed by him and the presidents of seven church Holy Name units, was sent to Francis Maxwell, RKO, Buffalo, saying that the manager of the drive-in, Anthony Sulkowski, had informed him he has no control over the bookings.

"We wish to state," the letter contined, "that we do not care for this kind of picture in the neighborhood. We ourselves will not patronize this theatre and we will urge all members of our organization to do likewise until we are assured this theatre will present as a matter of policy decent pictures to which we can take our families. For your own future welfare we urge you to withdraw this picture at once."

Island. . . . It was a sad July 4 for Edward Wiswell, display artist, Loew's Boston Theatres. His 17-year-old son, Richard, suffered a heart attack while swimming, and died under water. . . . Joseph G. Cohen is again buying and booking for the United, Westerly, R. I., owned and operated by Morris Pouzzner. . . . At their annual meeting in Cohasset, Mass., the Chiefs of Police of Massachusetts dug deep in their pockets to make a collection of $289.65 to start off the Jimmy Fund drive for 1955. . . . G. Fred Geisler Company, dealers in 16 and 35mm. audio-visual equipment, I. Burt Lazarus, Theatre Chair Maintenance, and Thornton Dakin, Film Transportation Company, have moved to larger quarters at 42 Melrose Street, where they took over the space formerly occupied by Ambuter Film Company.

A model airplane contest was held at the Strand, Dover, N. H., in connection with the showing of "Strategic Air Command." The planes were judged at the conclusion of the film. In addition to cash prizes, free tickets to the Strand were also awarded. . . . The Florida Playhouse, Nashua, N. H., moved from its original quarters at the Colonial to Goodrich Hall, due to the necessity for larger quarters. . . . To celebrate the first anniversary of the Portsmouth Air Base and the first showing of the film "Strategic Air Command," Air Force jets performed maneuvers over the Newington Outdoor Theatre, Portsmouth, N. H.

D-I, Refreshment Firms Planned In Buffalo, Florida

BUFFALO—Joseph H. Schinstock, suburban Eggertsville, former general manager, Sears Roebuck, announced the formation of two firms, one to operate in Buffalo and the other in Florida. The Florida setup will be known as Schinstock Enterprises, and will build two drive-ins, one in Fort Lauderdale and another in West Hollywood.

The Buffalo organization will be known as Schinstock and Maroone, John J. Maroone vice-president, and this outfit will develop refreshment stands and car-washing establishments in the Central Park Shopping Center and the Thruway Plaza. Schinstock's associates in the two companies are Walter A. Yates, Dean Becker, and Maroone, all of Buffalo; Steven C. O'Connell and Chet J. Maxson, Fort Lauderdale, and Merle Smith, West Palm Beach, Fla. The projects are to be completed this fall.

Buffalo

Joe Friedman, Warners' exploitation staff, was in conferring with Arthur Krolick and Charles B. Taylor, UPT executive offices, on the personal appearance of Jack Webb early in August, in connection with his forthcoming "Pete Kelly's Blues." . . . Variety Club delegates to the Los Angeles convention reported to members at a general luncheon in the Delaware Avenue headquarters, on the convention's decisions, by-law changes, and other actions affecting the Buffalo Tent. . . . David Miller, assistant manager, Paramount, Rochester, N. Y., was married to Arlene Sutherland, cashier, Arnett, Rochester. . . . After 20 years of operation, the Schine Theatres, Inc., film buying and booking office in the Crosby building, closed. Chris Pope, manager, has gone to the home office in Gloversville, as buyer and booker for both the Buffalo and Albany zones. This post will cover all Schine theatres in New York state. Heretofore Pope took in houses west of Syracuse. Harry Goldsmith, a predecessor in the Buffalo office, now is district manager, Buffalo, Lockport, Rochester, and Salamanca. His office is in the Palace, Lockport.

Charlotte

John W. Kirby has been named branch manager, Warners, succeeding Grover Livingston who goes to Atlanta as branch manager. . . . E. G. Stellings, president, Stewart and Everett Theatres, has been named co-chairman for the Theatre Owners of America convention to be held in Los Angeles, Oct. 6 through 9. . . . H. H. Everett, Stewart and Everett Theatres, is making quite a name for himself in civic and community circles. In addition to honors which have been conferred on him in the past, he acquired two more recently. The new Howard Johnson Restaurant opened, representing an investment of $150,000, and is operated by Queen Charlotte Restaurants, Inc., of which Everett is president. He was also one of the members of an 18-man panel which met at Memorial Hospital to consider the recommendation of its executive committee on a study of architectural plans and specifications for a 250-bed addition to take care of existing needs at the hospital and of the Negro population, costing approximately five million dollars.

Chicago

Scenes for "God Was In My Corner," the story of ex-champ Barney Ross, are scheduled for shooting in his old neighborhood. . . . The maintenance and storage of films will be a topic at the National Audio-Visual convention, Hotel Sherman, July 22 through 27. . . . La Rabida Sanitorium, Variety Club's main charity, benefitted by a $1,000 contribution from Morris B. Sachs, newly-elected city treasurer, who gives his monthly salary check to some worthy purpose. . . . The Astor, a downtown landmark, is to be razed, starting Sept. 1, to make way for additional frontage for the Chicago Loop Orthodox Synagogue, and also for a restaurant. Owner Daniel Newman has operated the Astor for several years as an all-night house, and its passing leaves but two all-night theatres in the Loop, the Clark, and Edwin Silverman's Woods.

A new office schedule at 20th-Fox, starting at 8:30 a.m., and ending at 4:00 p.m., was particularly welcome during the recent heat wave. . . . Just after friends of Danny Newman, Astor owner, received postcards telling about the joyous time he and his actress wife, Dina Halpern, were having in Israel, the distressing news came that the theatre in which she was appearing had been bombed. They were not injured, but unnerved.

The 400 was reopened, after a three-year closing, in prosperous Rogers Park, to the delight of residents and merchants. Milton Reingold, who bought the business block housing the theatre, modernized it and erected a brilliant marquee. . . . Jimmy Frisina, Taylorville, Ill., buyer, Frisina Amusement Company, came close to winning his fourth Illinois amateur golf championship. . . . Several theatres are negotiating for showing of Notre Dame football games, via TV, from Miami and Southern California, and Navy and Iowa, at Notre Dame. . . . Southside theatre owners were heartened by the news of the congressional appropriation of $4 million to begin widening the Calumet-Sag Canal, which will be a part of the St. Lawrence waterway for ocean going vessels. Completion of the project will give all businesses in that section a tremendous impetus. . . . Jack Shaffer, Marbro assistant manager, resigned to enter engineering sales. . . . Louis Nizer, famed New York lawyer, came to defend Paramount and Balaban and Katz in the $30 million anti-trust suit filed by Edwin Silverman, president, Essaness. The case comes up for trial this fall. . . . Veteran manager Charles A. Lansky resigned from the Astor to become manager, Crawford.

A room was dedicated at La Rabida Sanitarium to the Women's Auxiliary of Variety Club. . . . Nat Nathanson, Allied Artists' branch manager, was elected president, and Jack Kirsch was elected chairman of the board, Cinema Lodge, B'nai B'rith. . . . Richard Welling was appointed Alger Theatres managers, Urbana, Ill. . . . A new civic organization,

to stimulate activities in the downtown area, is being formed. Co-chairmen Leo Sheridan, real estate tycoon, and Harold Moore, vice-president, Chicago Title and Trust, are receiving the support of theatremen. . . . Ervin Chapin was named manager, La Salle, La Salle, Ill. . . . Phil Sears was named publicity director, Double and Sunset Drive-Ins. . . . William Marshall was appointed manager, Apollo, Princeton, Ill.

Theatres in the North Side will benefit through a $400,000,000 redevelopment program in the historic Fort Dearborn area, made possible by action of the state legislature. . . . A number of Chicago faces will be recognized in "Chicago Syndicate," at the Roosevelt. Shootings were made here. . . . H. F. Wall closed his Ace, Pleasant Hill, Ill., for the summer. . . . Bruce Trinz, Clark general manager, now has his family in a new residence he purchased at suburban Highland Park.

Police Commissioner O'Connor is standing pat on his refusal to grant a permit for the showing of the French film, "Game Of Love," on the grounds that it is not acceptable to standards of decency. The Times Film Company filed a petition in U. S. District Court, which is now pending before Federal Judge Samuel Perry, asking that Mayor Richard Daley and the city withdraw the ban and for an injunction to restrain officials from interfering with the showing of the picture. . . . The Regal will resume stage shows, which have been successful in the past with motion pictures, on Sept. 28. . . . James Jovan, head, Globe Film Company, and owner, Monroe, is overdue from Europe, where he has been visiting production centers to secure product. His son, William, has been managing the Monroe in his absence.

Cincinnati

The Shubert-Cox Theatre Company filed suit in Common Pleas Court for damages of $103,880, against RKO Midwest Corporation, for failing to maintain the Shubert as allegedly required under a 20-year lease which expired last Feb. 28. When the house was surrendered, the suit said, the premises were in a condition of disrepair, filth, and dilapidation, and it was impossible for the plaintiff to operate the house as a theatre. . . . Chakeres Circuit reopened the Sidney, Sidney, O., after extensive renovation, with a $2 admission screening of U-I's "The Private War Of Major Benson" for the benefit of the Will Rogers Memorial Hospital Fund. . . . George Keating is new short subjects booker, Chakeres Circuit, succeeding Ben Hathaway, now a U-I student booker. . . . Robert McNab, 20th-Fox branch manager, was in Jewish Hospital recovering from a crushed leg suffered in an unusual accident. He was helping remove a tree blown down in a windstorm, when he slipped and the tree pinned his leg. . . . In a tight race in the 20th-Fox "Clean Sweep" drive, the Indianapolis exchange won over this city's branch by eight-tenths of one per cent. . . . Robert Wile, Columbus, O., executive secretary, Independent Theatre Owners of Ohio, discussed the present movie situation at a luncheon of the local Exchange Club. . . . New drive-ins opened recently include the Sunset, Beattysville, Ky., J. M. McHaffie, owner, and MC-33, Lancaster, O., Homer McBee, owner. . . . The Butler, Butler, Ky., has been closed by C. B. Peebles, owner.

Governor Frank Lausche vetoed the State House underground parking garage bill, passed by the Legislature, saying that he did not want the state to get into the commercial garage business. The garage, which would give much-needed relief for Columbus, O., theatres, may yet be built if the Legislature passes the bill over the chief executive's veto. Proponents believe they can muster enough votes to override the veto when the Legislature reconvenes. . . . Mrs. Ethel Miles booked a number of stage acts into her drive-ins, the East Main, the North High, the Scioto, and the West Broad. The acts include Grits and Gravy, Reggie Rymal, and the Harmonaires. . . . Ohio exhibitors who are unable to buy 20th-Fox films because of price are advised by Robert Wile, secretary, Independent Theatre Owners of Ohio, to write him. "You should be able to make a deal immediately," said Wile, who quoted a statement by President Spyros P. Skouras, who asked the Emergency Defense Committee to notify him of any theatre which cannot buy his company's pictures because of price.

Ohio Exhibs Ask Producers For C'Scope Sound Option

COLUMBUS, O.—Resolutions urging producers of CinemaScope films to continue issuing them in both optical and stereophonic sound prints, and commending William J. Heineman, United Artists, for his stand in refusing to distribute any picture which has previously been shown on television, were approved by the board of directors, Independent Theatre Owners of Ohio.

The board said that while it heartily approved the policies of companies in making optical sound prints available for small theatres and drive-ins, it hoped that stereophonic sound prints would not be abandoned, since many large Ohio theatres had spent thousands of dollars to equip with stereophonic sound. "To abandon this improvement would be a step backward, something the industry has never before done," said the board.

Sunday Movie Vote Set For Statesville, N. C.

CHARLOTTE—The City Board of Elections at Statesville, N. C., has called a special election to be held Aug. 9 to determine whether or not local citizens want Sunday movies. A 1947 ordinance prohibits the showing of commercial or free "moving pictures" on Sunday, and the issue of repealing the statute arose recently when the operator of one house announced that he would begin Sunday movies to test the law. The City Council, however, asked the operator to call off his plans and said that it would call an election on the issue if he agreed not to go ahead in the absence of a referendum. To this, the operator agreed.

Mosher Terms Dead Censor Law "A Fraud"

COLUMBUS, O.—Ohio's proposed censorship law "was a fraud," said Senator Charles A. Mosher, Rep., Oberlin, leader of the successful fight to kill the legislation, in a letter to the editor, Ohio State Journal. Mosher's letter was in reply to one signed "Worried Teacher," who said "thousands of children will become criminals in Ohio during the next 18 months" because of lack of film censorship.

"Though well-intentioned and cleverly written," said Mosher, "its practical results could have been little more than zero. But, had it been voted, thousands of parents would have been lulled into a false sense of security and relieved of responsibility, by the the mere motion that the state censors were 'protecting' their kids from bad movies . . . and in the same way theatremen would have been relieved of responsibility for what pictures they chose to show. Every boy or girl could see any show with the excuse that 'Well, the state censor says it's O.K.'" Mosher said that "Blackboard Jungle" could not have been banned under provisions of House Bill 29, contrary to a statement by "Worried Teacher."

Mosher added that passage of the obscene movie and comic book bill places the responsibility "where it belongs," that is "with theatre owners, parents, teachers, local police, and the public in general." He said it is a "misleading notion" that a state bureau can "protect" you, or me, or our children by censoring movies. "This idea is utterly foreign to this nation's traditions and all of human history proves it false," he said. Mosher said that if the bill had been approved by the Senate it would have been "only because of pressure." He said a two-year cooling-off period "is all to the good," and that the comic book bill "really has teeth in it." "Use that weapon and you'll get much better results than censorship will ever produce in cleaning out the really raw films."

R. M. Eyman state director of education and chief film censor, announced the virtual disbanding of the Division of Film Censorship. He said that most of the eight censorship division employes have been transferred to the department's surplus property division, at least for the month of July. The new biennial budget has no provision for the censorship division. "After Aug. 1, I don't know what we will do," said Eyman, "some of the employes may have to go." The audio-visual division will be moved to the censorship quarters. Equipment, including CinemaScope facilities installed last year, will remain in the screening room, Eyman said.

Cleveland

Mrs. Rose Bialorucki, who, with her late husband, Henry, built the 1400-seat Ohio, Toledo, died suddenly at 71. The theatre is now operated by her son, Edwin. For several years, Jack O'Connell ran it under lease. Also surviving Mrs. Bialorucki are a daughter and two other sons. . . . Herbert Horstemeier, buyer-booker for independent theatres, attended the annual Shrine convention in Chicago.

Drive-In Suit Loses Several Defendants

CLEVELAND—All of the defendants except James J. Barton and Emma T. Barton, have been dismissed as parties to the suit recently filed in Common Pleas Court by Jack L. Gertz, John Stuart Cangney, and John M. Urbansky, charging violation of a contract to build a drive-in on Pearl Road in Middleburg Heights.

The motion filed to dismiss as defendants the Capital Bank of Cleveland, Berlo Vending Company, Herbert Ochs, and Ben L. Ogron was granted by Common Pleas Judge Joseph Artl.

Gertz, Cangney and Urbansky based their claim of contract violation and $500,000 damages on a contract entered into on Sept. 14, 1949, with James J. and Emma T. Barton, in which Barton was to furnish the property and the other three parties to it were to finance the construction. They were to own equal shares in the corporation to be formed to complete the project.

The brief pointed out the contract under dispute was signed only by James J. Barton and Emma T. Barton, and that they are the only parties to the agreement which is the subject of this action. Attorney Gnau contends that the others "were included as defendants solely for the purpose of embarrassing and interfering with them in the transaction of legitimate business which has nothing to do with whether or not the plaintiffs have a cause of action against the parties to the contract which is the predicate for their claim." The theatre will open on schedule.

. . . Jack Lewis, RKO salesman, and his bride are now settled in the 100-year-old Bay Village farm house they purchased. . .. . Frank Masek, National Theatre Supply branch manager, has extended his field of service to funeral parlors. He reports he is installing theatre carpets, damask wall covering, chrome drinking fountains, and chrome urns with these institutions with public approval. . . . Horace Adams, ITO president, and Henry Greenberger attended a board of directors meeting in Columbus. . . . E. J. Stutz has closed the Circle six days a week, opening only on Saturdays for hillbilly stage shows. . . . Small downstate theatres that closed for the rest of the summer include the Rapid, Grand Rapids; Sylvan, Sylvania, and Rockford, Rockford. . . . Bob Hope was in for "The Seven Little Foys."

Denver

George and Edna Kelloff have opened their 300-car drive-in, Monte Vista, Colo. . . . The Flame, Deadwood, S. D., did the unusual, by closing for July 4, giving the employes a holiday. . . . Edward J. Mapel, owner, Gem, was elected president, City Council, for the second time. A member of that body for 13 years, he also served as president in 1946. . . . Mr. and Mrs. Harold Brown have opened their new Cactus Drive-In, Shoshone, Wyo. . . . Bob Hope was in for the opening of "The Seven Little Foys" at the Denham, which was a benefit for United Cerebral Palsy. Hope also was in a golf game, for the same fund. . . . Joan Bennett was in making appearances for "We're No Angels," to follow at the Denham.

NT Conference Leaves Los Angeles For Colorado

DENVER—National Theatres, Inc., will hold its annual convention of division executives, district managers and department heads in Colorado Springs, Colo., Sept. 12-15, Elmer C. Rhoden, president, announced.

Frank H. Ricketson, Jr., president, Fox InterMountain Theatres, Denver, succeeded in getting the four-day conference, making the first time in nine years that the gathering will take place away from Los Angeles.

Approximately 100 delegates will attend the conclave which will have headquarters in the Broadmoor Hotel.

Des Moines

Iowa-Nebraska Allied has changed the dates for its annual Iowa Lakes meeting from July 19 to Aug. 2 in order to have the EDC report to be made to the National Allied Board in Washington. The Iowa meeting will be held at Arnolds Park. The Iowa-Nebraska Allied board of directors will hold a meeting on Aug. 1 at which time a series of regional meetings will be set up. . . . Leo Wolcott, board chairman, Iowa-Nebraska Allied, described in the association's bulletin Senator Kefauver's investigation of the morals of the movies as a stinking controversy that is bad for the theatre exhibitors, especially when theatre attendance is low and still falling. Wolcott stated that when a producer stoops to sexing-up a picture it indicates he has run out of constructive ideas. Wolcott also suggested that the exhibitors should act as their own censors and avoid playing immoral, obscene, or suggestive pictures. . . . The Iris, Riceville, Iowa, has been reopened with local businessmen cooperating. . . . The Adair, Iowa, Commercial Club, voted to close the Riada because of lack of business. . . . Dwight Miller has reopened the Lyric, Seymour, Iowa. . . . The Valley, Eddyville, Iowa, has been closed. . . . Don Barnes has resigned as manager, Pioneer, Cherokee, Iowa, and is leaving the theatre industry. . . . The Des Moines Variety tent is sponsoring heart surgery for three Iowa children at the Minneapolis Variety Club heart hospital.

Detroit

The Troy Drive-In, operated by Associated Theatres, is now open, with a 120-foot screen featured. . . . Harry Balk's Roger, west side colored house, has been taken over by Moe Teitel, owner, Warfield. Booking will be handled by Co-operative Theatres of Michigan. . . . The Cinema and Carlton have been closed down by the A and W Sterling Theatres. . . . Ernest T. Conlon, executive secretary, Allied Theatres of Michigan, took a blast at toll TV, calling it "our biggest headache now which, most certainly, will ruin attendance and make useless many motion picture theatres." . . . Ted Levy, former salesman, U-I, has been named sales representative for Buena Vista, which has set up offices in the Film Exchange Building. . . . Local exhibitors will

Four City Premiere Launches "Laramie"

DALLAS—The giant four-city Texas premiere festival for Columbia's "The Man From Laramie" hit here after its first two big openings in San Antonio and Houston. Star Jimmy Stewart and the rest of the caravan arrived by chartered plane after a full day of activity in Houston.

Press breakfasts, western style parades in mid-city, and Kleig-lighted evening openings with stage appearances were the big doings for the world premiere at the Majestic, San Antonio, and the opening at the showcase of the same name in Houston. Openings at the Majestic, here, and the Worth, Fort Worth, wound up the festival.

Among the film industry figures present were Interstate's Robert J. O'Donnell and Raymond Willie; two Columbia vice-presidents, A. Montague, general sales manager, and Paul N. Lazarus, Jr., in charge of advertising and publicity; and William Goetz, producer of "The Man From Laramie," first picture from his organization for Columbia release.

Joining Stewart for the four-city trek was his fellow cast member, Donald Crisp. Columbia also sent in four of its loveliest young stars, Kathryn Grant, Lucy Marlow, Cleo Moore, and Connie Towers, to act both as advance "men" and to appear with the film's stars. Several effective tieups were used.

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pay tribute to Joseph J. Lee, branch manager, 20th-Fox, who celebrates his 30th year with the firm. A huge birthday cake, a press conference with local motion picture critics and feature writers, and a special executive order by Governor G. Mennen Williams was in order for the celebration.

Des Moines

Bill Lyons, second booker, Columbia, has been transferred to Omaha, where he will be head booker. . . . M. V. Smith, former theatre operator, Akron, Ia., died recently at Akron. . . . Art Sunde reopened the Time, Albert City, Ia., after being closed for a month. Local businessmen at Albert City reported they felt the loss of business during the time the house was closed, and cooperated with Sunde to reopen. . . . The Rialto, Missouri Valley, Ia., is now operating on a seven-day schedule.

Jacksonville

At the FST home office for a planning conference were three Florida district supervisors: J. L. Cartwright, Daytona Beach, Harry Botwick, Miami, and Frank Bell, Tampa. . . . Whitney Lindsey has returned to exhibition as manager, Orlando Drive-In, Orlando, Fla. . . . Bob Daugherty, general manager, Floyd circuit, left for a stay in North Carolina. The Florida, Haines City, part of the circuit, was closed for the summer recently. . . . George Smith is now operating the Palms Drive-In, Largo, Fla., in place of H. J. Knight. . . . It was reported that Leonard Carter and associates were planning to erect a theatre on South Florida Avenue, Lakeland, Fla. . . . Norris Hadaway, executive, Wilby Kincey circuit, Birming-

ham, Ala., was scheduled to address advertising seminars setup for virtually all FST theatre managers and advertising workers at meetings here and in other Florida points, including West Palm Beach, Daytona Beach, and Tampa.

Members of the local WOMPI have extended their good works to include support for the Pinecastle School for Retarded Children, announced Barbara Greenwood, U-I booker, who is publicity chairman. . . . Fred Hull, MGM branch manager, revealed that several thousand dollars has already been received for the Rotary Club's benefit ball for Variety's Blind Children's Foundation. Hull, who is active in both Rotary and Variety, said most of the financial support was coming from the Rotarians. . . . Bob Harris, confections sales manager, Florida State Theatres, was setting his sights for a big circuit-wide candy and popcorn contest this fall. . . . Jim Carey, new manager, Normandy Twin Outdoor, garnered much newspaper publicity when the drive-in had a formal, ceremonial opening as part of Loew's Circuit. . . . Bill Wall was serving as relief manager, Brentwood. . . . The J. C. Penney Company is to sponsor a back-to-school children's matinee at the Negro-patronage Roosevelt on Aug. 14, said Arv Rothschild, general manager, National Theatre Enterprises. He also said that a large outlay of money has been used in moderizing the circuit's Negro theatres, with the Strand and Roosevelt being air-conditioned, and the Skyview getting a wide-screen and CinemaScope.

Los Angeles

Henry Balk, Allied Artists' salesman, has resigned his post and will enter the realty field in San Francisco. . . . Ray Robbins, Midway owner, is in the Hollywood Presbyterian Hospital for a checkup. . . . Services were held for John C. Feys, 59, veteran southland exhibitor, who died of a heart attack while aboard his yacht in Newport harbor. . . . The local branch office of Universal-International hosted their western district manager, Barney Rose, with a party at Mike Lyman's, to which all of Film Row's lady bookers were invited. . . . Plans for the annual Film Row Club picnic to be held at the Crystal Springs in Griffith Park on July 23 were formulated by the picnic committee at a meeting held at Variety Club rooms, Ambassador Hotel. . . . Alex Cooperman, western division sales manager for IFE, returned from a junket to San Francisco and Salt Lake City.

Miami

The Circle, Miami Springs, Fla., had a free kiddie show, paid for by a local savings and loan association. . . . Good news was received that Jimmy Camp's son, Levin, did not have polio, as suspected. Jimmy is manager, Grand, West Palm Beach, Fla.

Milwaukee

The new Airport Drive-In opened at Marguette, Mich., on July 1, and is being operated by the Delft Theatres Circuit. . . . Earl Fischer closed the Alamo to install CinemaScope. . . . Fox's Beverly, Janesville, Wis., closed for the summer. . . . Lee Levy, owner, Royal, purchased the Strand Theatre Building, now operated by Fox Wisconsin Amusement Corporation. Levy and his partner, Gene Posner, an attorney, have not announced plans for the property. . . . The Lake, Turtle Lake, Wis., was damaged by fire a few days after reopening, and forced to close again. . . . Lou Elman, RKO branch manager, attended a 3-day sales conference in Chicago. . . . Jack Gould retired as manager, Lake, Chetek, Wis., which is operated by Jack Mowry.

Bob Taylor has been appointed manager, the Falls and the Rivoli, Chippewa Falls, Wis., units of the Miner Theatre Circuit. . . . Stanley Schnacky is new manager, Miner's El Lago and 53 Auto-Vue Drive-In, Rice Lake, Wis. . . . Highway 15 Drive-In, Stevens Point, Wis., reopened. . . . R. P. Williams sold the Sun, Brodhead, Wis., to Bobbie Soplien. . . . Barney Sherman, operator, Fern-Hollywood and Peerless, has leased the Fern to Ray Johnson. . . . Tax liens of $24,000 were filed in Federal Court against the former operators of the Century and Atlantic. John R. Freuler, Mrs. Lorraine Walker, and Mrs. Gertrude Hammelman are the officers of the corporation named.

Two Milwaukee Houses Bought By Gran Enterprises

MILWAUKEE—L. F. Gran, formerly owner, Standard Theatres, and now interested in TV stations, has purchased for his Gran Enterprises the Oriental and the Tower, two of the largest de luxe houses in Milwaukee. The houses, acquired from Orto Theatres Corporation, New York, for a reported $1,000,000, were bought by Kent Theatres, a new corporation headed by Gran, who also has many other theatre holdings in Wisconsin, including drive-ins. Jerry Gruenberg is the present operator for Orto.

Minneapolis

The 878-seat Boulevard installed RCA-50MBW seats, which feature an automatic device that raises the seat and holds it upright when not occupied, sold by Frosch Theatre Supply Company.

This miniature aircraft carrier, "Forrestal, Jr.," 38 feet long and 12 feet high, on wheels, was built by Navy personnel and is an exact duplicate of the original "Forrestal." It was stationed recently at Court Square, right in the heart of downtown Memphis, with placards calling attention to the opening of Republic's "The Eternal Sea," Plaza, and then moved to the theatre for the run of the film. Republic's Memphis branch manager Nat Wyse and A. J. Cianciolo, manager, Plaza, worked with Commander Coy, Public Information Officer in Memphis on the stunt.

Drive-In Approval Starts Political Hassle

DETROIT—A lenghty political fight over the establishment of drive-ins in Warren Township is being aired in Macomb County Circuit Court.

Attorney Charles H. Earl, representing a group of township residents, is seeking an injunction to halt construction of a million-dollar drive-in at Van Dyke and Fourteen Mile Road, outside of Detroit, by Elliott Cohen, Cohen Theatres. Approval for the theatre was a victory for two township trustees, Louis Kelsey and Paul Puzzuoli.

Drive-in theatres were prohibited by ordinance in Warren Township in 1952. Early this spring, the Virginia Park Apartments Company, Inc., moved to get approval for a proposed theatre, and they obtained a 46-acre tract of industrially-zoned property. The firm retained Howard R. Carroll, former state representative who is now a partner of Edward Gallagher, township attorney. They went first to the planning commission, which recommended to the township board that the prohibition against drive-ins be lifted, subject to the commission's approval; three times Kelsey and Puzzuoli attempted to lift the prohibition, and each time they were defeated, four to three.

Finally, at a special meeting May 31, they moved to lift the restriction and give the planning commission the required authority. Clerk Hildegarde M. Lowe, who had voted against them previously, voted with them and the motion carried; the planning commission gave quick approval, and construction began. Mrs. Lowe said she changed her vote because she was in favor of the planning commission having control over the theatre question.

Supervisor Arthur J. Miller said most of the board had felt that the property should be kept for industrial use because of its high tax potential. Miller, along with treasurer William A. Shaw and trustee John J. Dunn, Sr., fought the change. Earl's suit charges that the township board refused to inform interested parties when the matter was up for discussion; that the action of the planning commission was "arbitrary, unconstitutional, unlawful, and unreasonable," and that the township board acted "unlawfully" in delegating authority over drive-ins to the planning commission. He is asking that the board's actions be voided and construction of the theatre enjoined. The hearing will be before Circuit Judge James E. Spier.

New Haven

John O'Sullivan is reported slated to manage the Bridgeport Drive-In, coming from the Danbury Drive-In, while Don McFhee will take over the managerial duties at the Danbury. . . . A good turnout was in attendance at the COMPO meeting at the 20th-Fox screening room last week. Harry F. Shaw, Harry Feinstein, Al Pickus, and Shep Bloom of the committee were present to help with proceedings. Earl Wright, Columbia, who was reported to be the first salesman to turn in a 100 per cent subscription list for the

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Lawyer Named Receiver In Claim Against Drive-In

HARTFORD, CONN.—Attorney Michael Radin has been named by Superior Court Judge James C. Shannon as permanent receiver for the Turnpike Theatre Corp., operators, Pike Drive-In, Newington, Conn. Radin had been serving since May 27 as temporary receiver. The judge also appointed Louis Antos, secretary, Wildan Electric Company, Inc., West Hartford, Conn., and David C. Mahoney, real estate man, to appraise assets and the state of the corporation. He ordered that claims against the corporation be filed within four months.

The receivership action was started by Louis B. Rogow, Hartford, major stockholder in the corporation, who charged that the firm is solvent but that its assets are in danger of waste.

Will Rogers Memorial Drive, was commended at the meeting. . . . The Lincoln closed for extensive remodeling. It is due to reopen on Aug. 15.

The LeWitts, New Britain, Conn., have closed down the Arch Street for July and August. . . . The Victory, New London, Conn., operated by Victory Operating Company, has shuttered for the summer. . . . The Star, Hartford, no longer runs Spanish shows throughout the day on Wednesdays. The Community Amusement Corporation unit now shows Hollywood product until mid-afternoon, starting Spanish films at 5 p.m.

HARTFORD NEWS — Joe Bronstein, general manager, East Hartford Family Drive-In Theatre Corporation, and his bride, the former Mary Irene Shovak, were hosted at a reception at Rockledge Country Club by their families, with a large industry delegation in attendance. . . . Peter Kilman has been named assistant manager, Parsons. . . . A sneak preview of Paramount's "We're No Angels" was held at the Allyn. . . . Fred Quatrano and John Sirica, have opened their new Watertown Drive-In.

New Orleans

C. R. Ost, U-I branch manager, and his sales staff ended up third-place winners in the 17-week Charles J. Feldman sales drive. . . . Mrs. Ray Fleming advised Transway that she closed Ray's, Iowa, La. . . . J. G. Broggi, buyer and booker, Star, Lafayette, La., sent out notices that Joe Pentard has closed the theatre for extensive remodeling. . . . The Varsity, Baton Rouge, La., will be closed from July 31 through Sept. 10. It is a unit of Dixie Theatres. . . . Alex Gournares closed the Oakdale, Mobile, Ala. . . . From the desk of Harold Cohen, Lippert Pictures: Bob Kelly, after several years of illness is back in swing handling Astor pictures, which Cohen recently acquired for distribution. Roy Nicaud, who recently requested to be relieved as manager, Howco Exchange, Atlanta, consented to remain at the post for three or four more weeks. . . . U-I's district manager H. I. Martin sales drive is scheduled to get underway July 31. . . . Mr. and Mrs. R. W. Grady sold the Camden Drive-In, Camden, Ark., to Malco Theatres, Memphis.

Kenneth Giddens, president, WKRG-TV, Mobile, Ala., anticipates an early September opening of the television station. Remodeling of a downtown building for offices and the construction of a transmitter are already underway. Giddens is also associated with T. J. Rester in a theatre circuit in and near Mobile. . . . The Hilltop, Clinton, Miss., catering mostly to college students, is closed until September. Mrs. Sue Collins is the owner. . . . Carl Cramer, noted New Orleans sculptor, was the guest speaker, at the WOMPI July luncheon. . . . Cy Bridges, MGM city salesman, and John Roberts, manager, Civic, had good cause for dual celebration on July 4. Bridges, for the second time, became great grandfather. His granddaughter, Mrs. Bobby Brown, Ponchatoula, La., gave birth to a boy at Mercy Hospital. Roberts chalked up his half-century birthday. . . . Allied Artists' home office representative, R. Graber, visited with branch manager Henry Glover and staff. . . . Warners' one-week branch manager Lucas Conner short subject sales drive will start Aug. 21.

A bandit with his face partially covered by a handkerchief snatched $63 from the cashier's window, New Saenger, Shreveport, La., and made his escape. Mrs. Inez Polette, cashier, told police that the man grabbed the money after plunking down a half dollar pretending to buy a ticket.

New York

Max Fellerman, executive vice-president, Lopert films, left last week for his semi-annual visit to Hollywood, accompanied by Mrs. Fellerman and their daughter. While there, Fellerman will view new product from all distributors for the coming season for Broadway's Astor and Victoria, and the Lopert houses in Washington and Chicago, and will also see demonstrations of new projection developments, including CineMiracle, and make an extended survey of theatre operations on the west coast.

Eugene Picker, vice-president, Loew's Theatres, Inc., announced last week that Nathan Bernstock, formerly manager, Loew's 83rd Street Theatre, and more recently temporarily assigned to Loew's Lexington, has been transferred to Loew's Jersey City. Picker also revealed that Albert Bernstein, manager, Loew's Rio, retired last week, after forty years with the circuit.

Berk and Krumgold, real estate brokers, announced that they have concluded a long term lease for the 2000-seat Loew's Victory to Hemlock Theatre Corporation, a wholly-owned subsidiary of Loew's, Inc. The lessee is W and G Operating Corporation, prominent independent circuit operators. The theatre is closed for rehabilitation, and will reopen shortly.

Myrle McKenna recently celebrated her 25th anniversary as a United Artists switchboard-operator. She was given a surprise party by the UA employes and presented with a watch in honor of the occasion. . . . Seymour Berkowitz, New Jersey booker, Columbia, will shortly switch to United Artists, where he will serve as a salesman.

The Cameo, Bruster, N. Y., and the Rome, Pleasantville, N. Y., are now being operated by William J. Quinn The-

atres, Inc. Buying and booking is handled by Island Theatre Circuit. . . . W and G Operating Company is the new operator of the Victory, Bronx, N. Y. . . . Bell Film Exchange has acquired the franchise to Jules Weill's Specialty Pictures. Bell has also acquired, for the Albany and Buffalo territory, rights to Sam Nathanson's Gibraltar Productions, with the first release to be "A Life At Stake."

Oklahoma City

The Avon, McLoud, Okla., was destroyed by fire. Mr. and Mrs. Cole, owners, reported the fire apparently started from an overheated air-conditioner. . . . The A and O Booking Service is now booking and buying agent for the Ritz, Oilton, Okla. . . . Garland Wilson sold the Arnett, Arnett, Okla., to Frank Dyke. . . . The 54 Drive-In, Guymon, Okla., installed CinemaScope. . . . Clyde Hickman has closed the Cortez, Wanette, Okla. . . . The Den, Verden, Okla., has been dismantled. . . . Jake Giles, Republic branch manager, and his wife have a new baby boy. . . . Ray Sikes, Lubbock, Tex., will become resident manager of Hobart, Oklahoma's three Video theatres. He is replacing James H. Rush, who has been transferred to management of the El Reno, Okla., theatres.

Omaha

Norman Nielsen has been promoted from salesman to branch manager, RKO, it was announced last week by Herbert H. Greenblatt, domestic sales manager. Nielsen has served as office manager and salesman since he joined RKO in 1930. He succeeds Max Rosenblatt, who was upped to Des Moines branch manager.

Philadelphia

William E. Rowe, 87, father-in-law of Dr. Harry C. Chubb, manager, Hershey Community, Hershey, Pa., died in Harrisburg Hospital after a lingering illness.

Manager Bernard Bispeck, Senate, Harrisburg, Pa., had Mayor Claude R. Robins pictured proclaiming "Davy Crockett Day" as a suitably-attired youngster looked on. The photo was published in the Evening News.

Buzzy Allen Abelove, son of Nat Abelove, Norman Lewis' office, is now connected with radio station WBUX, Doylestown, Pa., as a disc jockey and announcer.

The Keswick, Glenside, Pa., is having RCA "push-back" chairs installed in the 1200-seat house. In addition, the Keswick, now closed for refurnishing, will install 1200 yards of specially-designed RCA "Headliner" carpeting. The seats and carpeting were sold by Blumberg Brothers, RCA theatre supply dealer. . . . Martin B. Ellis, A. M. Ellis Theatres, advises that William Israel has not been appointed general manager, but is now manager of the new Ellis, and is also going to supervise five of Ellis Theatres' Castor Avenue houses.

Eddie Fisher, former RKO booker, is now head booker at Republic. . . . It is reported that Ben Schindler has resumed the buying and booking for his Ace, Wilmington, Del. . . . The Senate, Philadelphia, has closed. . . . The New-way Drive-In, Hummelswharf, Pa., has been taken over by Comerford Circuit from M. L. Spiegelmeyer. . . . The Milroy, Milroy, Pa., is closed. . . . The Ramsey, Stewartstown, Pa., has closed. . . . The Glen, Glen Rock, Pa. has closed . . . The Millerstown, Millerstown, Pa., has closed. . . . Wilkes-Barre Drive-In, Wilkes-Barre, Pa., owned by Scavo Brothers, has opened and Tri-State Buying and Booking Service, Philadelphia, is doing the buying and booking. . . . Tri-State is also doing the buying and booking for Motor Vue Drive-In, Berwick, Pa., which just opened. Marcy S. Trynoski and Chester V. Rusczyk are the operators. . . . Walter Reade Circuit opened the Absecon Drive-In, Absecon, N. J. . . . Maxwell Gillis, Allied Artists' branch manager and chairman, Variety Club, Tent 13, outing to the Camp for Handicapped Children, is urging one and all to attend the affair on Aug. 17 at the camp, Worcester, Pa.

READING, PA., NEWS—A new amusements venture here, one that may hit the heavy volume of travel to the big Hershey arena, 40 miles west, and may also hurt the skating arena at Sinking Springs, is interesting theatremen. A former bus garage of the Reading Street Railway Company has been leased, and is being converted by Gordon McKellen, a professional skater and skates-events promoter, into an ice rink, to be ready for opening in September. The McKellens have traveled all over the world with ice skating shows, including the Sonja Henie troupe. The rink will be of large dimensions, both for skaters and for spectators, and will be the first enterprise of its kind, using ice, in this city.

WILMINGTON, DEL., NEWS—A. J. Belair, president, Rialto Theatre Company, and Mrs. Belair celebrated their golden wedding anniversary. The Morning News carried a photograph of them. . . . G. Earl Smith, city manager, H. S. Eskin's Theatres, was using new-style newspaper copy to accentuate the separation of the Eskin houses from the SW Theatres.

St. Louis

Funeral services for Homer G. Woods, 75, Columbia, Mo., theatre owner and manager, were conducted at the Parker Funeral Home last week. Also there were Masonic services at the funeral home, and at Memorial Cemetery, where interment took place. Woods had been chief executive in charge of operations, Consolidated Theatres, Inc., and, at one time, general manager, College Amusement Company. He is survived by his widow, a son, a daughter, a grandson, and a great grandson.

The meeting of Lou Ansell, Mrs. Bess Schulter, and John Meinardi, all of St. Louis, and A. J. Williams, Union, Mo., co-chairmen, 1955 Annual Meeting, Missouri-Illinois Theatre Owners, was postponed to July 13. In attendance were to be Lester R. Kropp, St. Louis, president, MITO, and Myra Stroud, managing secretary. The meeting was to select members to serve on committees for the convention, to be held at the Chase Hotel, November 21 and 22. MITO is an affiliate, Theatre Owners of America.

Vac Freedman, managing director, Ambassador, resigned, and his successor, if any, has not been announced. Russ Rosso

Mr. Theatre Manager:

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Sidney B. Lust, Pioneer Exhibitor, Dies At 71

WASHINGTON—Sidney B. Lust, theatre circuit owner here and in Maryland, died unexpectedly of a heart attack at his summer home at Dare Beach, Md.

Lust, who would have been 71 the day after his death, started in show business more than 50 years ago as a stagehand in New York City. He came from his native city in 1914 as a partner with Warner Brothers in opening their local film exchange. A year or so later he went into business for himself, buying, distributing, and selling motion picture films for independent producers in West Virginia, Maryland, Delaware, Virginia, and the District of Columbia.

In the early 1920's he leased his first theatre, and when he died he was operating 11, including three drive-ins. They were in Allen, Bethesda, Cheverly, Hyattsville, Kaywood, Marlboro, Milo, Viers Mill, Beltsville Drive-In, Hampton Drive-In, and Hillside Drive-In. He was also actively engaged in real estate.

For the last 20 years he had sponsored an Easter Egg Hunt in Magruder Park, Hyattesville, Md., and also held toy and canned food matinees at Christmas time in each of his theatres. He also provided the use of his theatre for many charity and civic drives.

Lust was past chief barker of Variety Club and a director of the Motion Picture Theatre Owners of America and the Metropolitan Police Boys Club. He was also a member of Motion Picture Pioneers. He was active in many groups to combat juvenile delinquency, had been chairman of several war bond campaigns, and was a sportsman.

Survivors are his widow and a son, Bernard, both partners in his theatre business, a daughter, and four grandchildren.

Pittsburgh Drive-Ins Launch Hospital Drive

PITTSBURGH—The Pittsburgh area drive-ins jumped the gun on the Will Rogers Hospital audience collection, and patrons of 14 ozoners contributed $2400, the result of a three-day weekend collection, June 24 through 26. The drive was sparked by four energetic leaders, distributor chairman Larry Siedleman, Republic branch manager, exhibitor chairman Harry Hendel, Allied MPTOA, and drive-in chairman Jack Judd, Columbia branch manager, as well as national exhibitor chairman M. A. Silver, Stanley Warner zone manager.

A comprehensive "patron-education" program preceded the collection, featuring a specially written screen trailer and a hard-selling herald, both explaining the purpose of the Will Rogers Hospital, and outlining the important tuberculosis research work being done. Audience reaction was reported excellent, and volunteer workers from the exchanges, from manager down, passed the coin boxes.

is house manager. . . . M. A. Levy, Minneapolis, division manager, 20th-Fox, arrived to confer with branch manager Gordon Halloran. . . . Tom Edwards, Eldon, Mo., past president, MITO, returned recently from Colorado Springs, Colo., where he spoke at the Alexander Films Company sales forum.

The largest screen in this area has been installed and put into service at the Starlight Drive-In, Alton, Ill., owned by the Bloomer Amusement Company. The screen is 100 feet wide and 70 feet high. . . . Exhibitors here are being urged to step up the tempo in the signing of pledges for audience participation in the fund raising campaign for the Will Rogers Hospital, the week of August 15. . . . Joe Benedict, booker, Warners, resigned recently to join the Republic sales staff. . . . The Show World Agency, Inc., Kansas City, Mo., has been incorporated to engage in general amusement enterprises. Incorporators were: J. S. Leiter, A. M. Converse, and Julius Peltzman.

San Antonio

The Midway Drive-In, Quitaque, Tex., reopened after reconstruction of the screen tower. . . . Ray Avey reopened the Corral, Wimberly, Tex. . . . Horace Donaldson, owner, Palace, Sterling City, Tex., reopened after a week of remodeling and improvements. Remodeling has been started at the Rice Drive-In, El Campo, Tex. Ralph Langston, new manager, stated that the parking area will be completely paved and that a playground will be installed, in addition to changes in the snack bar and screen tower. . . . Rex Van, formerly a member of the vaudeville team "The Two Black Crows" has been named manager of the Houston Variety Club. . . . Bill Hellums, manager, Paramount, Austin, Tex., had members of the school boy safety patrol as his special guests at a showing of "Ivanhoe." . . . K. G. Lybrand, Jr., manager, Majestic, Wills Point, Tex., has been elected to the board of directors, First National Bank there. . . . The Edgewood, San Augustine, Tex., installed RCA sound system and new projectors, according to E. A. Buckalew, owner. . . . Mading's Drug Stores, Inc., have purchased ground in Houston, for a building to house new offices, an ice cream plant, a food commissary, and display department. The property contains the Old Sunset, which was later changed to the Academy, and more recently to the Lyric. The theatre building is 50 feet by 170 feet, and it may be retained. . . . George Watson, city manager, Interstate Theatre Circuit, is chairman, District 20, which has been set up to battle toll-TV. Other members of the committee include Tom Sumners, head, Sumners Theatre Circuit; Eph Charninsky, head, Southern Theatres Company; C. A. Lucchese, head, Zaragoza Amusement Company, and Arthur Landsman, head, Statewide Drive-In Theatres.

"Narcotics Squad" will have its premiere showing on July 8 at Wichita Falls, Tex. Charles E. King produced the film in a studio which was converted from an abandoned soap factory at Wichita Falls. Alex Wells, wrote the script, directed, and played the second lead. Paul Kelly, Kathy Downs and Regis Toomey head the cast. Interstate Theatres will sponsor the showing of the film throughout the state.

Seattle

The Northwest Film Annual Golf Tournament, sponsored this year by the Variety Club, has been set for Aug. 19 at the Sand Point Golf and Country Club. A dinner-dance will be held the night before at the New Washington Hotel, at which time the Northwest Variety Club charter will be presented by George Hoover, international chief barker, who will attend from international headquarters in Miami. Tickets will be available from Variety Club members and film salesmen.

The combination dinner and movie ticket deal co-sponsored by the Olympic Hotel and Hamrick Theatres continues to be a success, with many taking advantage of the bargain offer. They offer a dinner in the Olympic Grill and a ticket to either the Orpheum, Music Box, Blue Mouse, or Music Hall, for only $2.80 for adults, and $1.80 for children. . . . Allied Artists' trade screening of their first CinemaScope production, "Wichita," was held, and the film will break at the end of July. . . . John Riley, National Theatre Supply, supervised installation of equipment in the Renton, owned by Erwin J. Fey. The house opened July 1, with CinemaScope, a new Walker wide-screen, and Ultra Panatar lenses. . . . It is reported that Leo Lantz is contemplating building an outdoor theatre in western Washington.

Washington

Variety Club's Tent 11 annual summer outing and golf tournament has been set for Aug. 26 at the Manor Country Club. Co-chairmen George A. Crouch, Sam Galanty, and Albert W. Lewitt plan to leave no tee unturned in making this the most successful to date. The tee-off will be at 10 a.m. and, to top off a delightful day, a delicious dinner, with dancing, will be featured. Add to this the biggest list of prizes yet assembled, and you can see why the chairmen predict a big turnout. Tariff remains $7.50 per person.

BALTIMORE NEWS — Advertisements for MGM's "The Blackboard Jungle" were criticized by a Baltimore County judge as "disgusting" and dangerous to the morals of youngsters. Judge John Gontrum, in a public statement, referred specifically to a four-page tabloid being circulated from house to house, containing pictures such as that of a woman about to be seized, with the caption " . . . She was a teacher who was indiscreet enough to wear a tight skirt." . . . Mather Robert Rappaport, associated with his father, Isador M. Rappaport, in operating the Town, Hippodrome, Little, and Film Centre, left for Atlanta to be married to Miss Ellen Marx. . . . The Allied Motion Picture Theatre Owners of Maryland, Inc., has issued invitations to its fourth annual outing, to be held Aug. 23 at Conrad Ruth Villa, Bowleys Quarters, Md. Mr. Jack Whittle is chairman of a committee in charge, which includes Mike Leventhal, Bob Gruver, and Bill Brizendine. . . . Jack Fruchtman, southern Maryland theatre operator, has purchased the Parkway, Baltimore, Md., but will not open or operate it until fall. . . . The Glymount, Indian Head, Md., has installed new and improved air conditioning.

PHYSICAL THEATRE

The theatre operator of today cannot afford to neglect the various services which the public demands when it goes to the movies. Because of this, exhibitors find it necessary to devote more attention to such things as lobby and lounge facilities, as can be seen in the recently remodeled Chicago, Chicago.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

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Picture Brilliance

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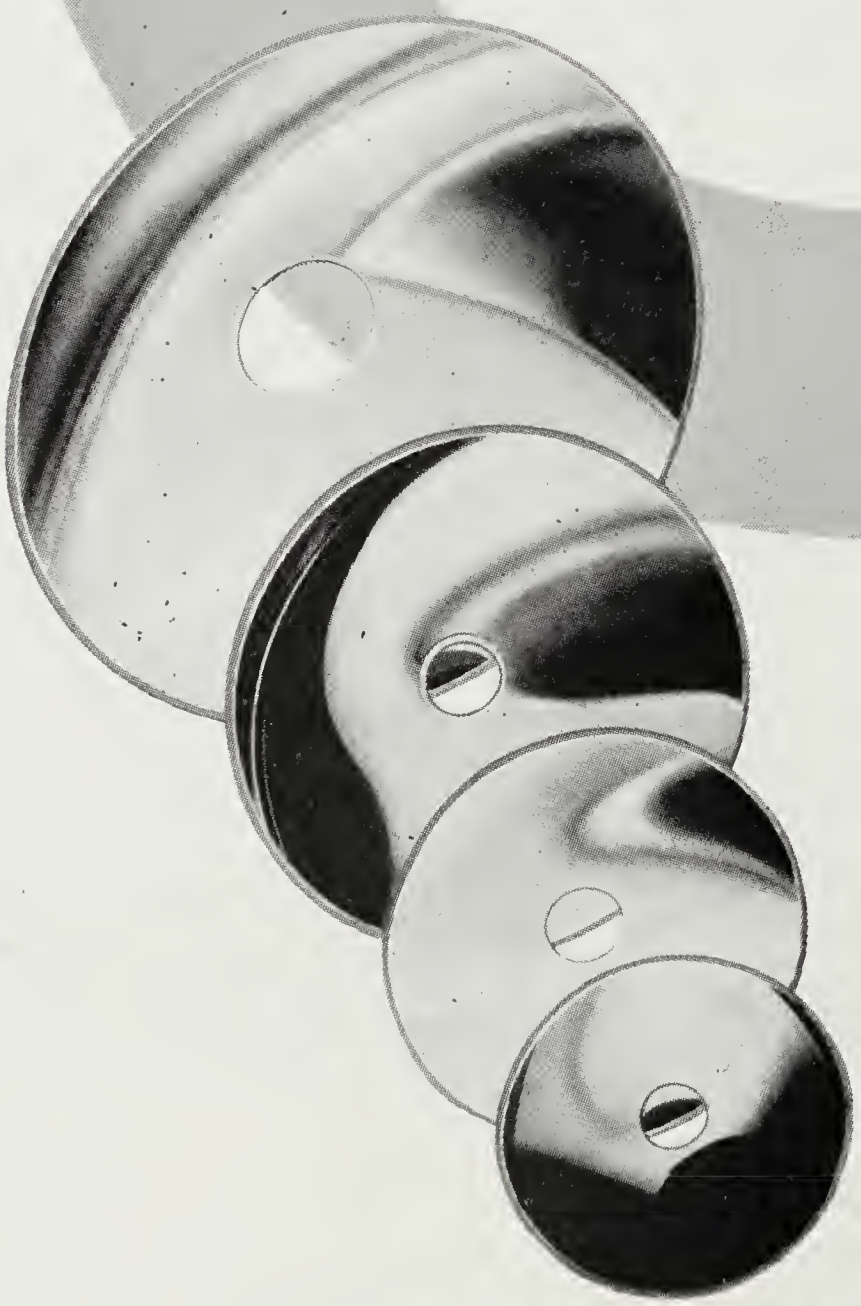

THE
STRONG
ELECTRIC CORP.
21 CITY PARK AVENUE
TOLEDO 2, OHIO

LAYING IT *On The Line*

Progress Continues

When the industry went through a violent and sudden period of progress in projection and sound systems almost three years ago, there were some who said that the barrel was emptied too quickly, and that there was nothing new left to be developed. As it is with most of the predictions of the perpetual pessimist, this fear was completely unfounded.

Within the last few weeks reports have come out describing a new electronic lens system of photography that holds out promise of an interesting new addition to the wide screen form of film presentation. Another recent announcement describes an entirely new and novel method of film presentation using a screen shaped in a complete 360 degree circle. Although it does not yet have an immediate use in commercial motion picture houses, it does indicate new things to come.

Not completely new, but more positive proof that the technological arm of the film industry has definitely not gone back into its former Rip Van Winkle role, is the Todd-AO system, which is scheduled to be introduced next September. The development of the horizontal form of VistaVision is still another recent entry.

However, this continued progress is, happily, not confined only to complete new systems. In this issue, for instance, there are reports about a device to prevent film buckling, new integrated optical and magnetic sound systems, a new projector and arc lamp. It would be just as simple to point out similar advances reported in last month's issue and the one before.

As an exhibitor, naturally your reaction to this progress is, what will it mean to me? There seems to be little doubt that it will mean continued and increased interest on the part of the public in the motion picture industry, which in turn means continued and increased attendance. And when the public comes to see the improvements, they will be treated to fine films presented in a manner that is far more exciting and far more interesting than anything any other mass entertainment medium can offer.

Although there is still quite a bit of time left, it could do no harm to remind the reader that he will be able to get first hand information about the new equipment and developments at the two conventions and trade shows which will be held this Fall.

The old complaint from some production quarters that they were restricted in what they put on film because the production techniques were limited by the reproduction techniques, no longer is valid. It is our belief that it never again will be heard as an argument. The art of reproducing sound and sight on film has caught up with the art of film making, and the news from the laboratories, manufacturers, studios, and circuits guarantees that the situation will be permanent.

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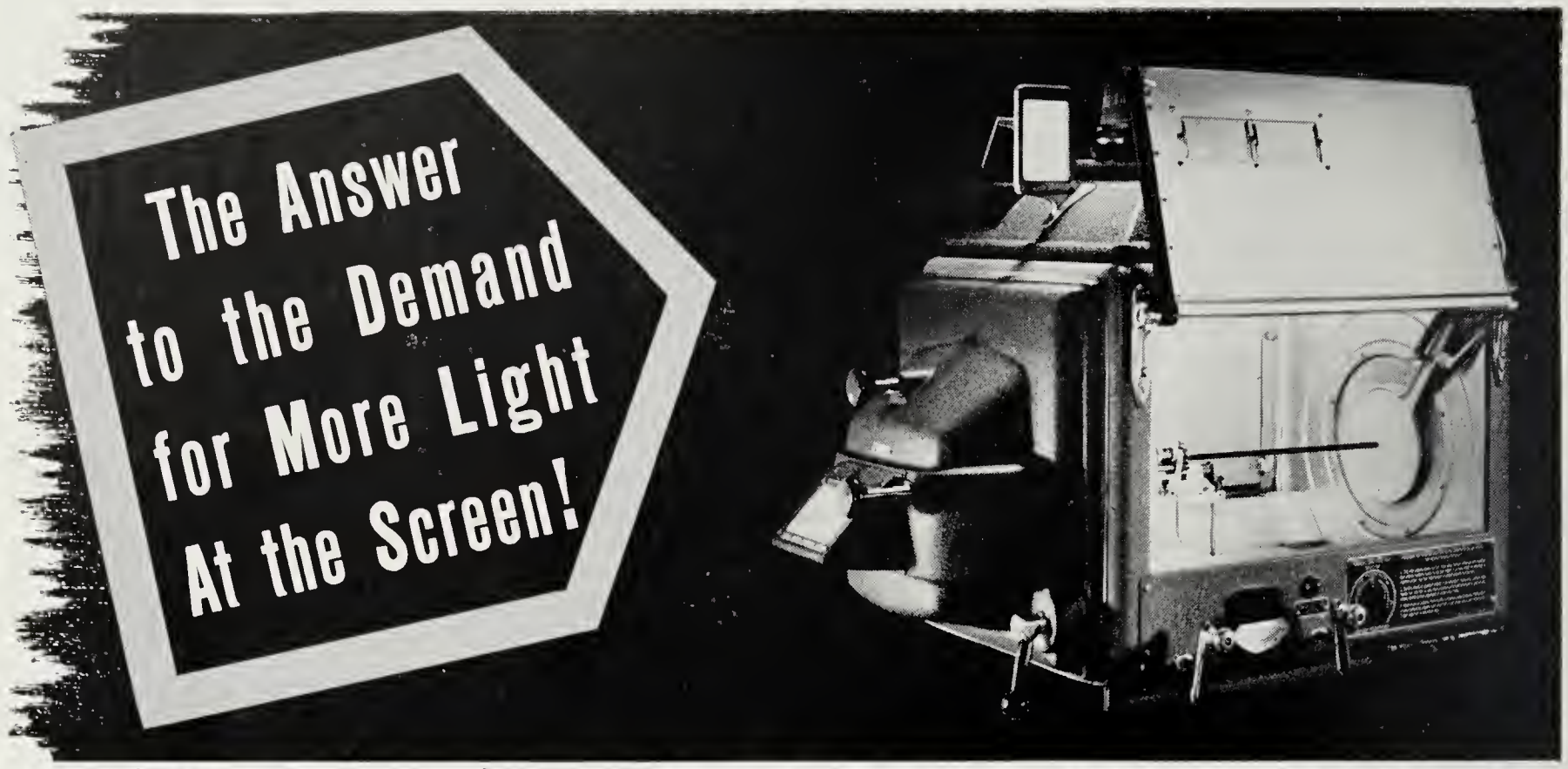

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This lounge at the Little Carnegie, New York, uses harmonizing brown furniture and a green floor carpeting. Drapes cover the entire wall.

Patron Services and Crowd Control Should Be Given Serious Consideration When

DECORATING THE LOUNGE

By BARCLAY ADAMS

Executive Director, American Society of Interior Design

RADICAL changes in theatre design and decoration currently are taking place. Theatres are being designed today with patron satisfaction and comfort as the dominant theme of their planning, a trend that especially is marked in the luxurious waiting space provided by commodious lounges of contemporary design and appointments.

Whether new or remodeled, whether intimate art theatre, center city palace, or neighborhood house flanked by suburban shopping district stores, modern theatre construction is demonstrating an acute recognition of the boxoffice importance of optimum ease and pleasant surroundings for patrons. As never before, theatres are being built with a purpose.

Demand Luxury

Conditioned, no doubt, by television viewing in the relaxed atmosphere of their homes, today's motion picture theatre patrons demand the utmost in comfort and enjoyable surroundings, created by well planned design. Profit-minded management is recognizing this important trend in public taste and recreation pattern, a development of the last half dozen years. It realizes that the great majority of today's patrons insist on waiting until a show starts anew, rather than be seated in the auditorium during a picture.

Sumptuous lounges are being installed to meet this special, sharply defined need for catering to the comfort and mood of a waiting public, and to help offset competition from other forms of entertainment. New decorative media and some interesting new uses of long-established materials are being utilized to provide comfort and beauty that function with a maximum of efficiency, yet keep maintenance and replacement costs at the lowest possible minimum.

Since the lounge, in comparison with other parts of the theatre, such as the auditorium, is constantly lighted, unusual and eye-pleasing treatments of its facilities are of major importance. Real opportunity for tasteful use of color and design is offered. Walls, ceiling, floor, draperies, seating and lighting effects must be correlated for greatest attractiveness and functionalism.

Use Of Color

Leading specialists in theatre design and decoration agree that color, properly used, is one of the greatest factors in creating an atmosphere of relaxation in theatre lounges. A feeling of grace and luxury, of freshness and pleasure can be induced by tasteful use of color, they say. Most important of all, perhaps, skillful handling of decorative color can help put the audience in a mood to enjoy the entertainment they are buying.

Sets The Mood

Color can help maintain the atmosphere of intimacy desirable in the small art-type house, which usually operates on a long run policy. It can give great glamour to the big and spectacular midtown motion picture palace. In neighborhood houses its value in creating a friendly air without sacrifice of prestige or importance cannot be overestimated.

A famous interior decorator, who has done extensive psychological research on the emotional effects of different colors on human beings, says he is convinced that color profoundly affects their emotions and unconsciously shapes their attitudes.

A drab decorative ensemble, he warns, has a depressing emotional effect, tending to make people depressed or resistant. Conversely, a light, airy, colorful decor was a cheerful, relaxing effect, inducing an attitude of receptivity.

Modern decoration employs color-dynamic principles, this authority says. This means the use of a light or dark color value on one lounge wall as accent for the color of the other three walls, or using sharply contrasting, but harmonious, colors in combination with each other.

Floor Decoration Important

The modern theory is that the decorative plans for any interior should begin with a decision regarding the material and color of the floor. The right floor covering for a theatre lounge must meet a number of definite and exacting requirements. Its color must be pleasing, the floor must be easy and restful to walk on, it must be resistant to slipping, with a non-porous and perfectly smooth surface to shed dirt, resist stains, be easy to clean and inexpensive to maintain. Because of its use by many persons, in all kinds and degrees of weather, the floor must be extremely durable.

PHYSICAL THEATRE

Vol. 10, No. 8 July 20, 1955

Gay and brilliant colors are used to give an air of sophistication and opulence to large midtown motion picture palaces, where a highly dramatic atmosphere seems most desirable as background for colossal stage productions and wide screen or first run presentations. Here, too, patron comfort and pleasure are adequately achieved only through skillful planning of furnishings in combinations contrived for greatest effectiveness.

Exciting red is an obvious first choice as key color for a big center city theatre decor, since most people associate all shades of red with activity and stimulation. Crisp Cardinal red, carnelian, deep Toledo red, or dark-toned quarry red combine beautifully with shades of tan or beige, citron yellow, gold, off-white, orange and green.

The daily wear and tear on floors caused by heavy traffic, and the marring and soiling of wall finishes, whether plaster, paint or wallpaper, add up to

This spacious lounge in the Little Carnegie, New York, is given a feeling of greater depth by the geometric design of the attractive floor covering.

regular renewal or replacement. This especially is true in theatre lounges. Inevitably greasy popcorn or peanuts, sticky candy or other refreshments, are ground underfoot and careless fingers stain the walls.

Wall And Floor Coverings

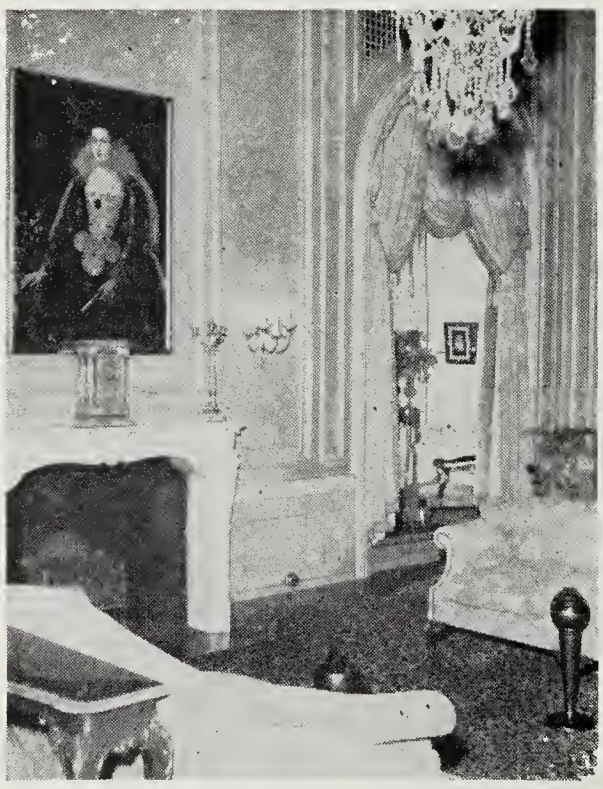
For walls of permanent beauty, smart coloring and long life, which require little upkeep and eliminate the need for regular redecoration, theatre owners more and more are using asphalt vinyl, rubber or cork tile for wall coverings as well as floors. Available in a wide range of plain and marbleized colors, plus a wide range of decorative insets which give unlimited design possibilities in eye-catching motifs, directional signs and traffic lanes, these resilient tiles give low cost colorful beauty and modern efficiency to theatres.

The Roxy, Kansas City, with seating capacity for approximately 1,000 persons, installed vinyl tile in front of the concession stand and special grease-proof asphalt tiles, which are three-sixteenths of an inch thick, behind the stand. Adjacent to the lounge, 720 square feet of asphalt tiles were used on rest room walls and 320 square feet on the floors, choosing a combination of Rouge Acajou red and Sicilian blue with black feature strips for one, and Cippolino dark green and Gardenia light green with a floor of Grammont light brown for the other, with double black feature strips and black base.

Unusual and attractive, the Valencis, Jamaica, New York, has a lounge that is a reproduction of the great hall of a medieval Spanish castle.

Smart color decors for large center city theatre lounges are Napoleon gray asphalt tile walls, if the room is below grade, or cool looking green and white marbleized white ivy vinyl tile, underscored by floor tiles of bright Rouge Acajou red asphalt, Chinese red vinyl or Rosso DiLevanto red rubber tiles. Black or red borders and feature strips add drama to the decoration and bold patterned or wide striped draperies of red, gray, beige and black, with light gray furniture upholstered in deep red, provide an inviting ensemble.

The rich, mellow texture of random

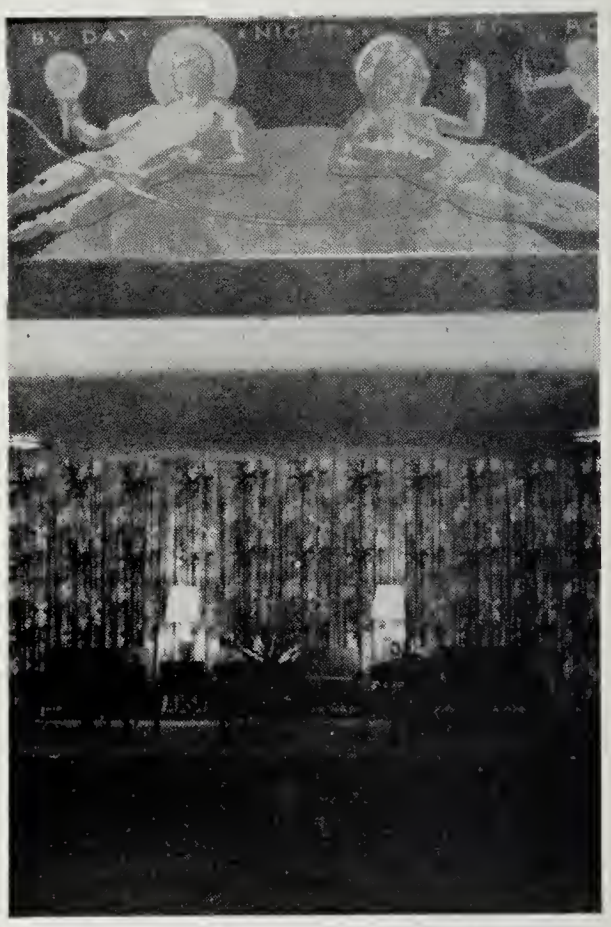


Soft and delicate colors are stressed in this lounge at the Loew's Kings, Brooklyn, N. Y. It is a place that theatre patrons always enjoy visiting.

natural cork tile tones, which range from light oak to dark walnut, make ideal wall and floor treatment for distinguished theatres of every size and type. Restful to the eyes and sound absorbent, it provides a subtle background for modern drapery fabric and smart decorator colors.

Nature's color, green, is an excellent color for the decorative ensemble of a neighborhood theatre which caters to the entire family. Pastel green walls and leaf green woodwork accented with leaf green printed draperies, and natural blond wood lounge furnishing upholstered in Toledo red fabric may be underlined with a floor of Greek Skyros beige tile with a modern design linear pattern of Cardinal red or Aspen green stripes.

Owners of suburban or neighborhood theatres have come to regard the lounges as the living rooms of their houses, and are making them more attractive by modernization and redecoration, Management of the Century Theatres Circuit, a chain of 35 neighborhood theatres with a combined seating capacity of approxi-



The Film Centre, Baltimore, Md., makes use of a comfortable arrangement of furniture in the lobby to create comfortable lounge facilities.

mately 50,000 in Brooklyn, Queens, and Long Island localities is carrying out an extensive program designed to make these theatres more attractive to patrons.

New mirrors, upholstery, floor coverings and modern lighting fixtures have been installed and particular attention has been given to making the lounges comfortable and pleasant. By using bright colors for decoration of lounges an air of gaiety is created with promise of entertainment in the theatre's program.

Shades of blue, from navy to sky blue, are a good choice for walls and ceiling in a conservative theatre lounge, with asphalt tile flooring in Napoleon gray and Travertine gray and furnishings upholstered in deep green, pewter gray or citron red. Accessory notes of off-white, soft pinks, brown, tan, or terra cotta may be used to accent the decor.

For an ultra modern lounge decorative plan, yellow walls, cream ceiling and

. . . . (*Continued on page PT-9*)

Another Reason *Strong* Rectifiers are Preferred

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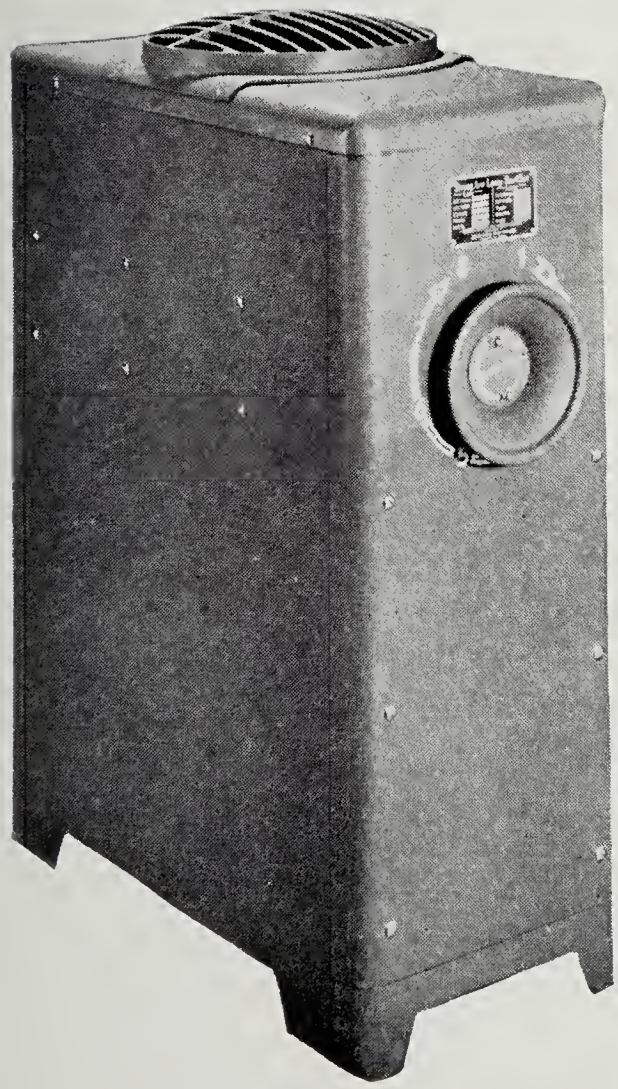

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STRONG ALSO MAKES TUBE TYPE RECTIFIERS FOR USE WITH ALL CARBON TRIMS

A level line (left) must be drawn clear around the room to the desired height. Note how the corner piece (center) is molded of plastic so that no metal or rubber trim is necessary. The excess mastic (right) should be cleaned off carefully.

Restroom Remodeling Can Be Simple and Inexpensive If You

Tile It Yourself

BIG things are happening in plastic wall tile, and it's all for the good insofar as theatres are concerned.

Three significant developments have created unprecedented interest in plastic wall tile:

1. Quality of both plastic tiles and mastic cement has been improved greatly in recent months;

2. New and widely varied colors are now being made available;

3. Innumerable sizes and shapes are available in the quality tile lines on the market.

Most important, many concerns including neighborhood houses, have discovered that they can "Do-it-themselves" with plastic wall tile.

The "Do-it-yourself" trend in plastic wall tile has been fantastic, mainly because installation is so easy to do.

Installation Easy

It can be done commercially by anyone who has a little spare time. The important thing, just as in the case of doing it at home, is to select a quality plastic wall tile that will stay looking good.

For instance, tile made of heavy gauge Styron will not peel, chip or craze, and will last a life-time. Be sure that the tile you buy equals or exceeds the standards for thickness of plastic.

The Tilemaster Corporation, Chicago, one of the largest manufacturers of plastic wall tile, has just introduced an eight and one-half-inch square tile in six pearlescent colors and in six solid colors. The large size tile offers an opportunity for more luxurious decorative planning. If you want a wider range of colors, Tilemaster has 40 choices in the four-and-one-quarter-inch size.

Things To Look For

There are a number of things to look for in making sure that you are buying a quality plastic wall tile that can stand up under heavy duty usage. For example, look for tile with arched-construction which prevents dishing-in or cupping. You can tell if a tile has the desired arched-construction by placing a straight stick across the top of the tile. You should be able to see three-dimensional depth and the all-over rounded contour of the tile.

Also, look at the back side of the individual tile for a ribbed construction that will effectively seal in the mastic which holds the tile to the wall. This is especially important for installation in shower stalls, kitchens, powder rooms, utility room walls or wherever it is possible for water to seep behind the tile. A mastic-seal rib will help lock the tile to the wall and at the same time seal out the water.

You will find it easier and more economical to add a decorative trim and "finishing touches" if your plastic wall tile comes with molded tile pieces for all of the sizes, shapes for corners, and all of the special requirements resulting from new concepts of interior design. With the molded tile pieces, the need for bending tile or for metal or rubber substitutes is eliminated.

Plastic Wall Tile Kit

You will be wise and money ahead if you use plastic wall tile that comes with a complete "do-it-yourself" kit. Such a kit should include a level and rule, a coping saw, chalk, a notched trowel, a scraper, a chalk line, and, of course, a well written and well illustrated instruction book. Your dealer can also rent you heavy duty tools that can speed the installation.

Before you can order your tile, you

(*Continued on page PT-12*)

Putting on the base tile is fairly simple. The mastic cement is spread on the bottom row of field tile and the base is merely overlayed.

Integrated Sound Systems Announced By NTS

NEW YORK—The new XL-500 series of Simplex XL Sound Systems are designed especially for the large number of existing theatres with optical sound systems, and for new theatre installations desiring to install magnetic stereophonic sound, it was announced by National Theatre Supply.

These systems provide regular optical operations from the existing optical sound heads without additional cost or auxiliary equipment, it is claimed. Using only the existing optical sound heads and exciter lamp power supply, the optical sound components are completely replaced by the new system. In the case of a four channel stereophonic sound installation the existing power amplifier may be used if desired.

In the new Simplex XL-500 systems both optical and magnetic controls have been integrated so that a single sound changeover box at each station provides for both stereo and regular changeover thereby eliminating an undesirable duplicity of optical and magnetic sound changeover controls on the front wall, it is said.

A valuable feature of the new system, according to NTS, is the unique preselector switch. System operation is changed automatically when the sound changeover button is depressed. Magnetic stereo sound, regular optical sound or non-sync may be pre-selected while the show is running. After the pre-selector switch has been set with a feature magnetic stereo sound print running on projector number one it is only necessary to operate the sound changeover to bring in an optical recorded print of projector number two.

Another feature of the new system is a conveniently located emergency selector switch which will provide for standby operation under all conditions. If necessary, stereo sound from the center channel can be mixed into the left and right channels. Stereo sound from the left and right channels can be mixed into the center channel only. The same selector switch will also permit playing regular optical sound through all three power amplifier channels and backstage speakers.

Built-in facilities for the non-sync input are also provided for. During the last reel of the show the system preselector switch is set to "Non-Sync" and changeover to non-sync is accomplished by merely a press of the changeover button at the end of the reel.

The same volume control is used for both regular optical and magnetic stereophonic sound. A separate volume control is used for the fourth channel. The balancing of the optical and magnetic systems has also been provided for.

All operating controls are conveniently located on the front wall of the projection room, according to NTS.

Provisions have been made for the addition of third projector equipment, either magnetic stereo and/or regular optical.

Plug-in optical and magnetic preamplifiers provide for easy replacement and service. The new packaging of individual major system components requires a minimum of wall space for mounting, and insures the utmost in flexibility and ease of adaption to any new sound recording system which may be forthcoming in the future.

Improved Projection Equipment From RCA

CAMDEN, N. J.—A new type of wide-screen lamp system which generates the brilliance necessary for proper lighting of theatre screens having widths greater than 80 feet has been announced by the engineering products division, Radio Corporation of America.

Specifically designed for the more ex-

(*Continued on page PT-15*)

Decorating The Lounge

(*Continued from page PT-6*)

mauve gray woodwork, furnished in bleached wood with Toledo red or leaf green upholstery, could be highlighted with an asphalt tile floor in veined Carnerlian or Travertine gray.

A main floor or mezzanine lounge can be attractively decorated by using a vinyl tile floor or gay pink with arresting rouge inserts, lemon yellow walls and a white acoustical tile ceiling, set off by vari-colored drapes and bright red accents.

Brown tile relieved with wide strips of pale beige tile may be used for the floor with one gray-green wall and three sand-yellow walls and a white acoustical tile ceiling. Drapes with alternating wide stripes of blue-green, beige, gray and black, and light gray wood furniture upholstered in deep red would complete this attractive decor.

Small lounges can be given a more spacious look by the use of light colors; darker colors will make large lounges seem more intimate. Greens and blues are cool looking colors that give a restful, relaxed air, while shades of red, yellow and pink make artificially lighted lounges appear warmer and friendlier and have a stimulating effect on patrons.

Correction

In the article, "New Projection Lenses," written by Mr. John R. Miles and appearing in the June 22 issue of PHYSICAL THEATRE, the captions accompanying the two illustrations used read, "Figure III shows the double Gauss type of projection lens. This type of lens has eight air-glass surfaces that decrease the light in the center but increases the light on the edges of the field. Figure IV shows the construction of the new Super Hilux series of motion picture projection lenses."

Mr. Miles, in a letter, suggests that the following information be added to avoid any confusion, "The new Super Hilux has larger edge bundle, and thus greater illumination on the edge of the screen than the double Gauss. This is brought out to some extent by the illustration itself (Fig. IV) showing the two edge bundle as 1.3 inches for the double Gauss and 1.56 for the Super Hilux."

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NEW PRODUCTS
...that have theatre interest

Rug Pile Lifter

A new rug pile lifter vacuum for use in cleaning heavily used rugs, as would be the case in theatres, is available from the Hild Floor Machine Company. This newly designed machine is said to raise matted pile and loosen buried, caked dirt, thereby returning rugs and carpets to their full beauty.

This machine is claimed to be particularly adapted to preparing carpets for shampooing. If used before shampooing, it will insure the operator of a brighter cleaner rug when finished with scrubbing and drying, according to the manufacturer.

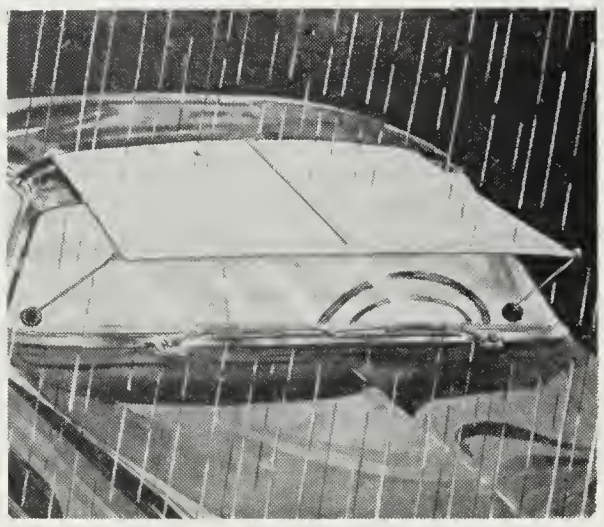
This newly designed rug pile lifter vacuum is capable of cleaning heavily used rugs and carpets, and can be transported like a suitcase.

The rug pile lifter vacuum is lightweight, and has an easily detachable handle. The base casting is made of magnesium with a disappearing handle at the side of the casting which permits the user to carry the machine like a suitcase. The wide wheels and casters have nonmarking, neoprene rubber treads. The rear caster can be raised or lowered to increase or decrease the pressure of the nylon brush at the forward end of the machine. It is claimed that tests have shown that the bristles of this six-section, nylon brush have a life of 3,000 hours.

Auto Umbrella

One of the problems that faces an outdoor theatre is rain. A sharp drop in attendance develops in rainy weather, because it is usually necessary for patrons to keep their engines going in order to use their windshield wipers. This inconvenience, plus the use of gas and batteries, and the possible overheating of engines, will keep patrons away.

A possible solution to this problem is



Drive-in operators might be interested in this automobile "umbrella." It is so designed that it can be put on any auto simply and quickly.

the Sightmaster Rain-Visor being offered by the Sightmaster Corporation. It is made of durable vinyl plastic and when not needed can be rolled up conveniently for storage in the car trunk, it is said. The size of the Rain-Visor is 48 inches long and 18 inches wide. To make it universal, two elastic straps with clamps on the ends are furnished so that it is adjustable for attachment to the rain gutter of any car. There are also suction cup attachments that fit to the base of the windshield.

Air Freshener

The Williams Chemical Company recently announced a new fan-operated air freshener which they guarantee will neutralize unwanted odors. According to the manufacturer, this new unit will deodorize areas up to 7,500 cubic feet, and is suggested for use in rest rooms and any other areas in indoor and outdoor theatres where patrons may be subjected to unpleasant odors.

In neutralizing objectionable odors, the Wilco Air Freshener replaces them with such fragrances as spice, pine, floral bouquets, or cedar. It is claimed that the operating costs, on a 24 hour basis, amounts to only a few cents per month.

This fan-operated air freshener is said to be capable of deodorizing areas up to 7,500 cubic feet, and could be used in theatre rest rooms.

It operates simply by plugging into any a.c. electric outlet.

16mm Anamorphic Lens

A new anamorphic 16mm. lens that fits all projectors is now in production by Vidoscope, it was announced by company president Walter Futter.

The new lens, which is said to be designed exactly like the company's Vidoscope 35mm. anarmorphic lens, is equipped with screw mountings and attaches without brackets to 16mm. professional and amateur projection machines. It is claimed that it is unnecessary to purchase new objective lenses.

Futter stated that the lens improves picture clarity, eliminates distortion and can be used with any lens in a 16mm. projector. It fits the Victor, Ampro, RCA, Natco, Formay, Bell & Howell, Keystone, Revere and others.

A special adaptor is available for attaching the lens to Jan or Bell & Howell professional projectors. The company also supplies adaptors for their regular 35mm. lens so that it can be used with the Jan and Bell & Howell 16mm. professional type projectors. This, it is claimed, permits wide screen viewing in limited throw areas.

The Vidoscope new 16mm anamorphic lens can be used on any 16mm projector, and is said to improve picture clarity and reduce distortion.

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ISSUE OF JULY 20

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This and That Around the Trade

The appointment of Grant U. Meyers as vice-president and comptroller of the Radiant Manufacturing Corporation, Inc., was recently announced by Harry E. Eller, president of the Chicago firm which produces projection screens for theatres and home-use. Meyers was formerly manager of plant accounting, Wisconsin Steel Works of the International Harvester Company. He has served as president of the Chicago chapter of the National Association of Cost Accounting . . .

. . . A new brochure on selenium type rectifiers for use with high intensity projection arc lamps is now available from any National Theatre Supply branch, the firm announced. The brochure describes how these rectifiers have been designed for converting alternating current to direct current for operating either angle or coaxial trim high intensity projection arc lamps of from 50 to 180 amperes . . .

. . . Marcel G. Person, manager of the Westrex Company, Mexico, a subsidiary of the Westrex Corporation, died suddenly in Mexico City at the age of 53. Joining the Westrex organization in 1930, Person held posts in Chile, Cuba, and Venezuela before being appointed to manage the Mexico office in 1948. Person is survived by his wife and son . . .

. . . H. M. Bessey, executive vice-president of Altec Service Corporation, returned to New York headquarters last week, following an extended trip to the west and southwest, including Denver, Kansas City and Dallas. . . .

. . . A preliminary financial report indicated that the Ampex Corporation, Redwood City, Cal., completed its fiscal year in the strongest financial position in its history, according to company president, George I. Long. The firm's annual report is expected to go out to the stockholders this week . . .

. . . L. P. Hanson was named to the newly-created post of administrative vice-president, and R. P. Kelley joined the firm as general sales manager in two major executive changes at the United States Air Conditioning Corporation, Minneapolis. Hanson, who has served as vice-president in charge of sales since 1947 will now act as assistant to the president and vice-president in charge of engineering. Kelley was formerly vice-president and manager of the appliance division of Motor Power Equipment Company, St. Paul, Minn. . . .

. . . The Miracle Equipment Company, Grinnell, Ia., is offering a three color 30-page catalog giving the complete details of the firm's extensive line of playground equipment, it was revealed by company president Claude Ahrens. Well illustrated, the catalog is divided into threee major sections; general playground equipment, motor-driven rides, and auxiliary playground equipment.

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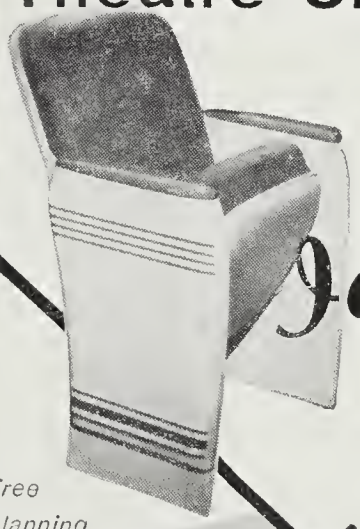

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Present and future operations of National Theatre Supply were discussed during a three day meeting recently held in French Lick, Ind., for the company's top executives. Included among those attending were, in the usual left to right order, front row, Robert L. Bostick, Walter E. Green, Willard J. Trumbull and Jack W. Servies. Standing in the rear row, Lloyd C. Owenby, John E. Currie, and Arthur Baldwin.

Film Buckling Problem Solved By MGM

HOLLYWOOD—Development of a technical advancement to overcome what has been considered one of the exhibitors' greatest projection problems, has been accomplished by MGM technical research, according to an announcement by E. J. Mannix, studio general manager.

"Buckling" of film, creating erratic focus changes and sometimes breaking of film, can now be eliminated, it was stated, through the inventiveness of Merle Chamberlin, MGM studio projection head.

This problem, caused by the drying out of film under the heat of projection lamps, has been increased, it was said, because of the added amperage required for wide screen exhibition, especially in drive-in theatres.

Chamberlin's development is an automatic vaporizer, added to the film rewind cabinet, maintaining the uniform moisture required for trouble-free projection. It has been equipped experimentally in a number of theatres with successful results, it was reported.

The research and development was conducted under direction of Douglas Shearer, head of the sound division at the studio, and will be detailed to the industry through the Motion Picture Research Council, International Projectionists' Union, and technical journals of the trade.

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Internat'l Cinema Standards Group Votes on 14 Proposals

NEW YORK—Cinematographers voted on 14 proposals which will further international exchange of film products.

More than 40 delegates from Russia, Germany, France, Belgium, Czechoslovakia, Italy, the United Kingdom, Sweden and the United States, attended the five-day meeting in Stockholm on cinematography. The meetings were sponsored by the International Organization for Standardization.

A U.S. proposal for the cutting and perforating of 35mm. film for use in CinemaScope was adopted.

Safety film definition and methods of testing were also agreed upon by the delegates. An International procedure for marking safety film was launched after a three-day study of methods used.

A committee was authorized to draft an international standard on multilingual sound tracks to cover one present optical and two new magnetic tracks on a single standard release print.

Tile It Yourself

(*Continued from page PT-8*)

must measure the restroom, or other areas in the theatre to be tiled. Merely measure the wall distance around the room and multiply this by the desired height of tile on the wall, usually five feet. Deduct from this, large openings such as windows and doors. Add five per cent for waste in cutting. Measure, in running feet, around the room the amount of feet that will be needed. Your dealer can advise you just how much tile to order.

Here is another tip: Don't skimp on liberal use of mastic. Mastic cement will usually cover from 35 to 40 square feet per gallon.

Preparing The Walls

The next thing to do is to prepare the walls. Remove everything that is loose or can become loose, such as wallpaper, calcimine, linoleum, loose or flaky paint, loose or rotten plaster. Thoroughly wash off grease or oils. Patch all holes with patching plaster or plaster board. Make walls as smooth as possible by scraping or filling in. Remember, a tile installation is only as smooth as the wall under it.

Do It Yourself

Now you are ready to go to work and here is what you do:

1. Draw a level line, using level and rule, clear around the room at the desired height. In figuring height, be sure to leave not less than a half tile cut over tubs, lavatories, etc.

2. Spread the mastic downward with a wavy motion, using a notched trowel. Hold the trowel at right angles to the wall and spread enough mastic for about three hours tiling. Do not let exposed mastic harden on the wall.

3. Set the half-tile cap (or bullnose cap) first along the level line. Plan tiling to avoid narrow cuts in the corners, if possible. Where there is an outcorner, start setting your tiles there. By snapping the tile into place carefully, a neat, clean job is possible with a minimum of mastic on the tile face. Press the tile firmly at the center and along the edges to embed it firmly into the mastic. Do not overlap tile edges or allow wide, unsightly spaces between tile.

4. Where tiles meet in inside corners, cut the tile as carefully as possible to butt closely against each other and fill in openings with mastic.

5. For circular cuts around pipes, etc., use a coping saw.

Base tile goes up easily by merely buttering the tile and overlaying it over the bottom row of field tile which should come to about two inches from the floor.

Excess mastic should be cleaned off every few square feet as the job progresses, with a tile cleaner. In about a week or 10 days, the tile should be washed with soap and water or a detergent. Don't use an abrasive.

If you want to create special designs using different colored tiles, work out your plans from the very beginning. Many of the manufacturers have attractive booklets that illustrate many different colors, ideas and patterns.

The information and illustrations used in this article were supplied by the Tilemaster Corporation, Chicago.

National Theatres' Cine-Miracle Process Unveiled

Los Angeles—Elmer C. Rhoden, president of National Theatres, Inc., recently announced the completion of working arrangements with the Smith-Dieterich Corporation of New York City for the development from basic patents of a new electronic lens system of photography, and the intention of National Theatres to produce a motion picture with the new technique.

Cine-Miracle, as the new photographic technique has been named, will permit the simultaneous photography of three strips of film and their meshing or blending as if it were one continuous film with no joining lines, Rhoden pointed out.

Manufacture of cameras for use in motion picture production has already begun under the guidance of engineers and optics consultants of Smith-Dieterich, and it is expected that they will be available for filming entertainment features within six months, Rhoden told newsmen at a press conference following a demonstration of projection from an experimental three projector booth in the Melrose Theatre here.

Preliminary discussions have already been entered into by Rhoden with producers familiar with the requirements of three panel motion picture presentation.

"Cine-Miracle will make possible two great advances in wide screen photography," Rhoden said, "It suppresses the distracting joining line that has characterized the first picture of this kind, and it also overcomes the disturbing parallax which has frequently seemed to make rivers run uphill in pictures."

Rhoden indicated National Theatres' plans to push the electronic lens development so as to take advantage of the compact projection booth it has also created for the housing of three projection machines in one booth and the simultaneous projection of three strip film on a large curved three panel screen without horizontal or vertical distortion. The booth and screen are so constructed as to be efficiently and economically transported from theatre to theatre.

"The booth that has been developed after two and one-half years of experimentation by R. H. McCullough, National's technical director, will enable three strip motion pictures to be shown practically in almost any theatre," Rhoden pointed out. "It will save many seats that must now be removed for current three strip pictures, and it will be more economical in operation."

McCullough, in commenting on the new system, told the press:

"This system is based upon studies revealing that no wide screen process, no matter how large the negative or positive may be, can ever achieve the illusion of participation comparable to the triple camera and projection vision."

Technical Data

This new triple camera unit produces an uninterrupted, optically perfect, composite picture, it is claimed.

The Smith-Dieterich equipment eliminates mismatch caused by the parallax factor now inherent in existing systems and the matching lines are not visible on the three panel projection screen.

Vignetting of the overlaps, which combines the triple images, is taken care of in the camera. The Smith Dieterich three-panel photography is projected with projectors which are free from any special vignetting attachments.

Cine-Miracle uses a new type three-projector system with three projectors installed in one projection room, which operate simultaneously, projecting a three-panel picture on a large curved screen without a horizontal or vertical distortion.

This equipment includes special lenses, mirrors and vignetting devices which are covered by patent applications. The projection room housing this equipment is installed at the center of the rear of the auditorium. The equipment in this room includes three special built, interlocked, six-sprocket, pull down projectors, one standard projector rectifiers, rewind and film storage equipment, projection mirrors, stereophonic sound reproducer and amplifier equipment, electric switching and special relay equipment.

The stereophonic sound reproducer is electrically interlocked with the three projectors and hi fidelity sound is reproduced from a separate film with seven sound tracks. There are five sets of speakers behind the projection screen, and eight auditorium speakers.

Circarama Introduces Films In The Round

Hollywood—An advanced motion picture development, Circarama, consisting of a continuous image focused on a 360 degree screen, was to be introduced at Disneyland Park on July 17 by American Motors Corporation, according to George Romney, president.

Contracts for the completion of the technical work on Circarama have been signed by the Detroit automobile and appliance manufacturer.

Circarama is planned as a free attraction in American Motors' exhibit in the Tomorrowland area of Walt Disney's amusement park, at Anaheim, Calif., 22 miles south of downtown Los Angeles.

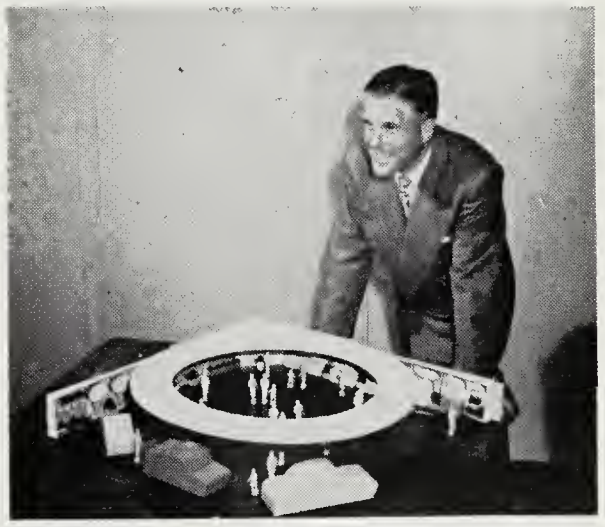
A new step forward in the motion picture art, Circarama consists of a synchronized battery of Eastman 16mm. Model 25 projectors which simultaneously focus color movies on 11 individual screens arranged in a complete circle.

Circarama constitutes the first known application of sound motion pictures to the circular screen. Spectators, standing in the middle of a specially built theatre, view the continuous action on an overhead screen eight feet high and 40 feet in diameter, which completely encircles the audience. The new method of presentation, therefore, is inverse to the Egyptian and early Greek "theatre in the round" developed 4,000 years ago and later superseded by the proscenium arrangement for dramatic presentation. The Circarama screen built in Hollywood for American Motors has no counterpart in the entire history of drama, it is claimed.

In actual operation, a series of images appear on Circarama screen No. 1 and move consecultively to the adjoining screen until they reach screen No. 11, when they give way to ensuing photographic frames, projected in sequence. This technique, therefore, not only provides the visual sensations that come through the recently introduced wide angle movie screens, but gives a completely new thrill by projecting dramatic action all around the theatre audience's heads, it was said.

Making of the Circarama motion picture film calls for a battery of 11 Cine-Kodak special movie cameras, joined together and synchronized.

The camera and projection devices required for Circarama represents the research work of technicians from the Disney Studios, Eastman Kodak Company and the Ralke Company, an Eastman Audio-visual dealer in Los Angeles.



George Romeny, President, American Motors, is seen with a scale model of Circarama. The system consists of 25 synchronized 16mm projectors which focus on 11 screens arranged in a circle.

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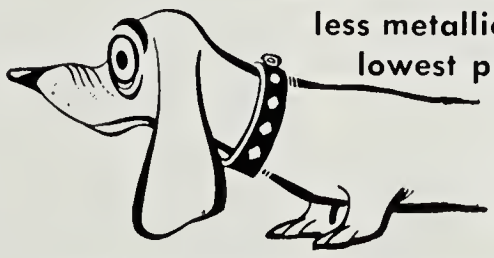

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A Pioneer Drive-In Goes Modern

By

Fifi Harding

A NEW concession stand and snack bar has been added to the Saco Maine Drive-In, owned by Eugene Boragine. This theatre was the first to be built in Maine, and Boragine believes it to be the second in New England. Built in 1937, it was erected one year after the opening of the Weymouth Drive-In, Weymouth, Mass., which is New England's first and the third outdoor theatre in the nation.

When Boragine took over the ownership in 1948, the theatre had space for only 275 cars. Each year he has added space and improvements until this season, when, with 600 cars, he added the new snack bar and concession building which was built in the center of the ramps. Prior to this expansion he had used a wooden building at the right side of the theatre. He is proud of his new building and spent a great deal of thought and consideration before he built it. A graduate of the Rhode Island School of Design, Boragine worked closely with the architect and contractors and added many a personal touch to the decor. He painted the attractive floral murals on the inside walls himself, and ordered the formica, lucite or stainless steel trimmings in the counter space. He is also proud of the corrugated glass partitions separating the ladies' lounge from the toilet section, an idea of his own.

The Saco theatre is on Route 1, between Saco and Portland and is situated in an attractive setting amid pine and spruce trees. Here Boragine used his ingenuity when he added a new picnic area this past season. He felled several trees to make space to install wooden benches and tables for family-style picnicing. This area is in the rear of the theatre near the playground and is centered in an attractive pine grove. It is conveniently near the new snack bar and has proved to be a drawing point for families.

The new projection booth with all new RCA equipment, is atop the concession building. The widened screen is 84 feet in width. Inside the building are two curved counter lanes for self-service style operation. The usual snacks are served, Pizzas (family style 60c pies), hot dogs, potato chips, popcorn, hot and cold drinks, ice cream, etc. Theatre Candy Company of Boston installed much of the equipment, including the Pizza ovens. A Manley Aristocrat popcorn machine was purchased this year also.

True knotty pine from Maine is used in the counters, all with formica tops. The picture below shows the cashier's cage, with room for two girls simultaneously. The floors are of asphalt and the ceilings of Solatax with a stainless steel ceiling over the working area. The partitions are of Lucite.

In the picture of the screen, it can be seen where Boragine has landscaped the area attractively with a trellis effect of rambler roses and planted Maine Blue spruces directly in front of the screen.

DRIVE-IN THEATRES

This view of the Scao Maine Drive-In (top) has been a familiar sight since 1937 when it first opened. The operator of the theatre recently remodeled and put in a modern concession snack bar (left). He also put in new projection equipment and a wide screen (right) to keep pace with progress made.

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New Projection Equipment

(*Continued from page PT-9*)

acting requirements of wide-screen drive-in theatre operations, the new RCA Dyn-Arc lamp provides up to 36 per cent greater light output than the RCA Wide-Arc system, according to A. J. Platt, manager, RCA Theatre Equipment Sales. The Dyn-Arc can be used with any type theatre projector designed for indoor or outdoor wide-screen or 3-D use, it is claimed.

The new lamp features an 18-inch f-1.64 reflector, Platt said, and can be used with either 10mm. and 11mm. carbons. Anticipating development of more advanced types of wide-screen projectors and projection lenses, the Dyn-Arc will accommodate even larger carbons at higher amperages.

The RCA Dyn-Arc lamp, when used with an f-1.9 projection lens, provides 15 per cent greater light output than the RCA Wide-Arc system, and 36 per cent greater output when used with an f-1.7 projection lens, Platt stated.

Other features of the Dyn-Arc lamp include a dichroic heat-reflecting glass with blower, an exhaust blower, water-cooled positive carbon, and sterling silver guides for the positive carbons. Approximately one pound of sterling is used in each lamp. An RCA water circulator operating directly from the arc voltage, is available for necessary cooling. The water circulator starts automatically when dc power is supplied to the arc lamp.

New Projector

A new motion picture film projector which provides double rear shutter, water-cooled film trap, and other features for operating quality, convenience, and safety was also announced recently by the RCA engineering products division.

The new projector, the RCA-200, is designed for both indoor and drive-in theatre use and replaces the RCA-100 type, according to Platt.

Water-cooled aperture-unit mechanisms are available to enable larger indoor and outdoor theatres to present a large picture screen and increased illumination, and still maintain a cool picture aperture and film trap.

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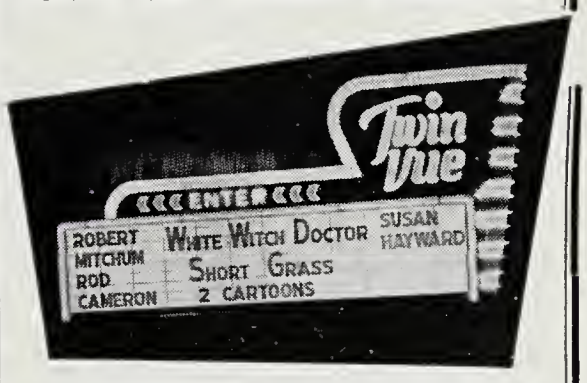

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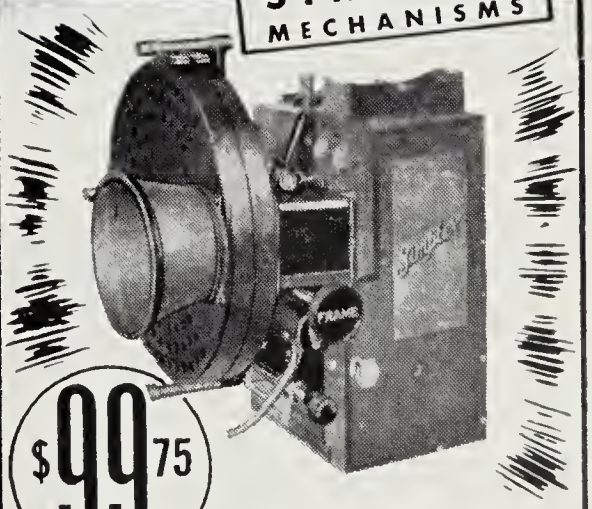

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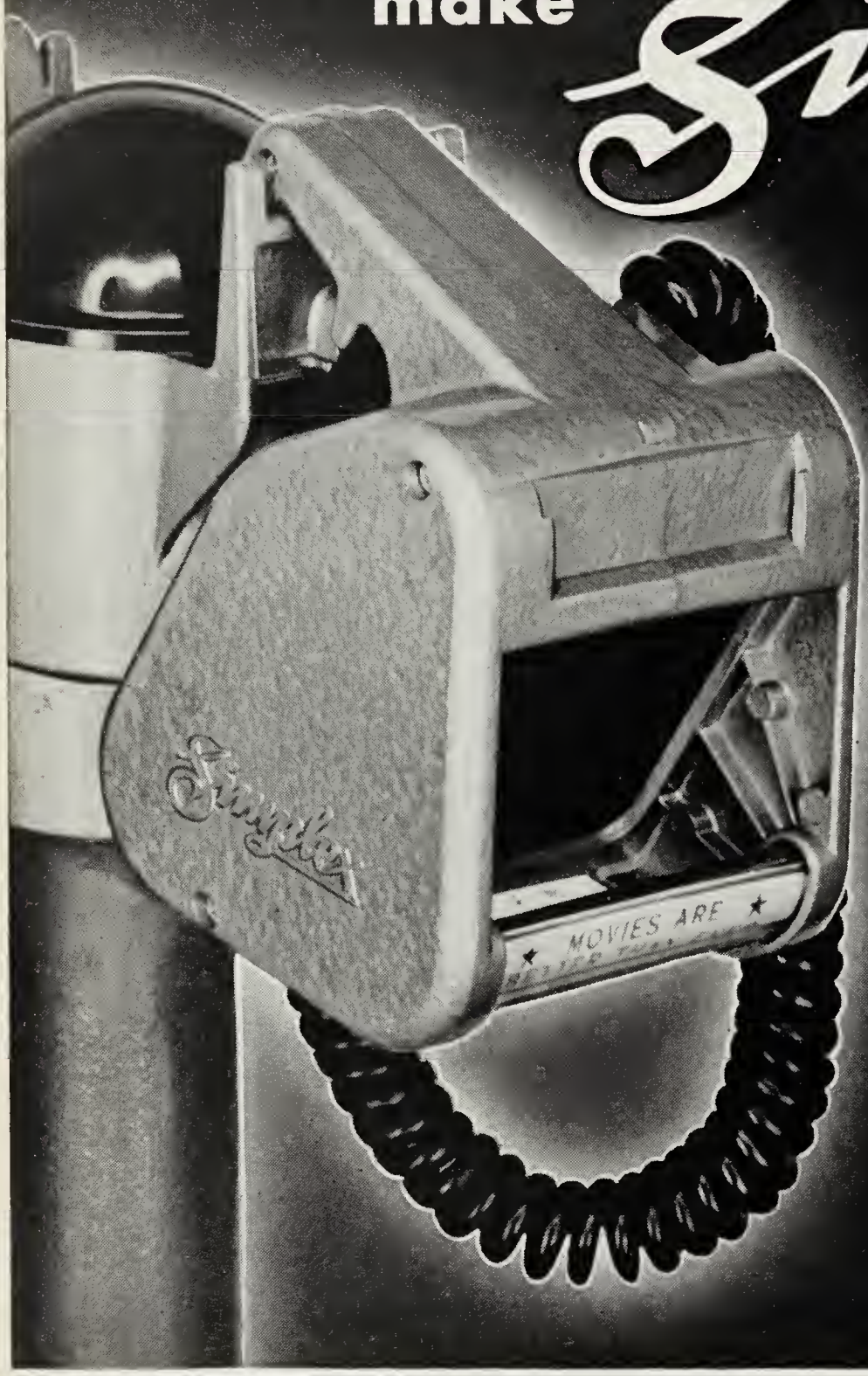

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SECTION 2
Vol. 54, No. 12

JULY 20, 1955

Allied Artists

(1953-54 releases from 5401)
1954-55 releases from 5501)

ANNAPOLIS STORY, AN—D—John Derek, Diana Lynn, Kevin McCarthy—Colorful service film has the angles—81m.—see April 6 issue—(Technicolor) (5513)

BIG COMBO, THE—MD—Cornel Wilde, Richard Conte, Jean Wallace—Interesting meller has names and angles—89m.—see Feb. 23 issue —Leg. B. (5508)

BOB MATHIAS STORY, THE—BID—Bob Mathias, Melba Mathias, Ann Doran—Satisfactary sports yarn for the duallers—80m.—see Nov. 3 issue (5502)

BOWERY TO BAGDAD—C—Leo Gorcey, Huntz Hall, Joan Shawlee—Okeh series entry—64m.—see Nov. 17 issue. (5421)

CASE OF THE RED MONKEY — MYMD — Richard Conte, Rona Anderson, Russell Napier—Satisfactory programmer—73½m.—see June 15 issue—(English-made). (5521)

CRY VENGEANCE—MD—Mark Stevens, Martha Hyer, Skip Homier—Okeh programmer—83m.—see Dec. 1 issue—Leg.: B. (5304)

DESPERADO, THE—W—Wayne Morris, James Lydon, Beverly Garland—Okeh outdoor show—79m.—see July 28 issue. (5426)

DIAL RED O—MD—Bill Elliott, Keith Larsen, Helene Stanley—Okeh lower half entry—62m.—see March 23 issue. (5509)

HIGH SOCIETY—C—Leo Gorcey, Huntz Hall, Amanda Blake—Average Bowery Bays entry—61m.—see April 6 issue. (5514)

HUMAN JUNGLE, THE—MYMD—Gary Merrill, Jan Sterling, Paula Raymond—Well-made meller—82m.—see Sept. 22 issue—Leg.: B. (5501)

JUNGLE GENTS—C—Leo Gorcey, Huntz Hall, Lauretta Luez—Average series entry—64m.—see Aug. 11 issue. (5420)

KILLER LEOPARD—AD—Johnny Sheffield, Beverly Garland, Donald Murphy—Routine series offering—70m.—see Nov. 3 issue. (5412)

LAS VEGAS SHAKEDOWN—MD—Dennis O'Keefe, Coleen Gray, Charles Winninger—Satisfactory programmer—79m.—see June 15 issue—Leg.: B. (5516)

MURDER IS MY BEAT—MY—Paul Langton, Barbara Payton, Robert Shayne—For the lower half—77m.—see Feb. 23 issue—Leg.: B. (5510)

PORT OF HELL—MD—Wayne Morris, Dane Clark, Carole Mathews—Okeh programmer for the duallers—80m.—see Dec. 15 issue. (5505)

RETURN FROM THE SEA—ACD—Jan Sterling, Neville Brand, Lloyd Corrigan—Adequate entry for the lower half—80m.—see July 28 issue. (5409)

SECURITY RISK—MD—John Ireland, Dorothy Malone, Keith Larsen—Topical melodrama for the lower half—69m.—see July 28 issue. (5417)

SEVEN ANGRY MEN—MD—Raymond Massey, Debra Paget, Jeffrey Hunter—Names and angles will help well-made entry—90m.—see March 23 issue. (5511)

SHOTGUN—OD—Sterling Hayden, Yvonne DeCarlo, Zachary Scott—Satisfactory programmer for the actian spots—81m.—see April 6 issue—(Technicolor)—Leg.: B. (5515)

SPY CHASERS—C—Bowery Boys, Lisa Davis—Average series entry—61m.—see July 13 issue. (5522)

TARGET EARTH—SFD—Richard Denning, Virginia Grey, Richard Reeves—Okeh programmer for the duallers—75m.—see Jan. 12 issue—Leg.: B. (5503)

TONIGHT'S THE NIGHT—C—David Niven, Barry Fitzgerald, Yvonne DeCarlo—Good Irish comedy for the class and art spots—88m.—see Feb. 23 issue—(Made in Ireland)—(Technicolor). (5506)

TREASURE OF RUBY HILL—W—Zachary Scott, Carole Matthews, Barton MacLane—Okeh western for the lower half—71m.—see Feb. 9 issue. (5507)

TWO GUNS AND A BADGE—W—Wayne Morris, Beverly Garland, Morris Ankrum—Okeh western for the lower half—70m.—see Aug. 11 issue. (5427)

WEAK AND THE WICKED, THE—MD—Glynis Johns, Diane Dors, John Gregson—Import lends itself to sensational selling—71½m.—see July 28 issue—(English made). (5432)

WICHITA—W—Joel McCrea, Vera Miles, Lloyd Bridges—Well-made, interesting western—81m.—see July 13 issue—(Print by Technicolor)—(CinemaScope) . (5520)

TO BE REVIEWED OR IN PRODUCTION

BETRAYED WOMEN—Beverly Michaels, Tom Drake, Carole Matthews. (5524)

BIG TIP OFF, THE—Richard Conte, Constance Smith, Bruce Bennett. (5512)

BOBBY WARE IS MISSING—Neville Brand, Arthur Franz, Walter Reed.

BODY SNATCHERS, THE—Kevin McCarthy, Dana Wynter, Corolyn Jones. (5527)

FINGERMAN—Frank Lovejoy, Forrest Tucker, Peggie Castle—Leg.: B. (5519)

GUN POINT—Fred MacMurray, Dorothy Malone, Walter Brennan, Skippy Homeier — (Technicolor) — (CinemaScope). (5531)

JAIL BUSTERS—Leo Gorcey, Huntz Hall.

LORD OF THE JUNGLE—Johnny Sheffield, Wayne Morris, Nancy Hale. (5518)

NIGHT FREIGHT—Forrest Tucker, Kieth Larsen, Barbara Britton. (5526)

PHENIX CITY STORY, THE—Richard Kiley, Kathryn Grant, John McIntire. (5525)

SKABENGA—Jungle documentary—61m.—(Eastman-Color). (5517)

SON OF SLADE—John Ericson, Mari Blanchard, Neville Brand. (5528)

THUNDERSTORM—Linda Christian, Carlos Thompson—(Made in Spain).

WARRIORS, THE—Errol Flynn, Janne Dru, Peter Finch—(Technicolor)—(CinemaScope)—(Made in England). (5523)

Astor

MASTER PLAN, THE—MYMD—Wayne Morris, Tilda Thamar, Norman Wooland—Okeh programmer for duallers—77m.—see Feb. 23 issue—(English-made).

SLEEPING TIGER, THE—D—Dirk Bogarde, Alexis Smith, Alexander Knox—Interesting import for the duallers—89m.—see Oct. 20 issue—(English-made).

Buena Vista

(Walt Disney)

DAVY CROCKETT, KING OF THE WILD FRONTIER—OD—Fess Parker, Buddy Ebsen—Headed for higher returns—95m.—see June 1 issue—(Technicolor).

LADY AND THE TRAMP—CAR—Highly entertaining Disney cartoon feature—75m.—see May 4 issue—(Technicolor)—(CinemaScope).

20,000 LEAGUES UNDER THE SEA—MD—Kirk Douglas, James Mason, Paul Lukas, Peter Lorre—High rating Disney feature—122m.—see Dec. 29 issue—(Technicolor)—(CinemaScope).

VANISHING PRAIRIE, THE—DOC—High rating documentary—75m.—see Aug. 11 issue—(Print by Technicolor).

Columbia

(1953-54 releases from 601; 1954-55 releases from 701)

AFFAIRS OF MESSALINA, THE—HISD—Memo Benassi, Maria Felix, Georges Marchal—Import will find slow going—106m.—see Nov. 3 issue—Leg.: B—(Italian-made)—(Dubbed in English). (723)

BAMBOO PRISON, THE—MD—Robert Francis, Dianne Foster, Brian Keith—Routine programmer—80m.—see Dec. 15 issue. (731)

BLACK DAKOTAS, THE—OMD—Gary Merrill, Wanda Hendrix, John Bromfield—Okeh programmer for the lower half—65m.—see Sept. 22 issue—(Technicolor). (721)

BLACK EAGLE, THE STORY OF A HORSE—OD—William Bishop, Virginia Patton, Gordon Jones—Reissue will fit into the duallers—76m.—see Sept. 8 issue. (714)

BLACK KNIGHT, THE—COS—MD—Alan Ladd, Patricia Medina, Andre Morell—Period meller with Ladd has the angles—85m.—see Nov. 3 issue—(Technicolor)—(Made in England). (719)

BRING YOUR SMILE ALONG—MU—Frankie Laine, Keefe Brasselle, Constance Towers—Entertaining programmer—83m.—see June 29 issue—(Technicolor).

BULLET IS WAITING, A—D—Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne—Off beat drama will fit into the duallers—82m.—see Sept. 8 issue—(Technicolor). (712)

CANGACEIRO (The Bandit)—MD—Alberto Ruchel, Marisa Prado, Milton Ribeiro—For the art houses—92m.—see Sept. 22—issue—Leg.: B—(Brazilian-made)—(English titles).

CANNIBAL ATTACK—MD—Johnny Weissmuller, Judy Walsh, David Bruce—For the lower half—69m.—see Nov. 17 issue. (718)

CELL 2455, DEATH ROW—MD—William Campbell, Kathryn Grant, Marian Carr—Prison meller for lower half—77m.—see April 6 issue. (739)

CHICAGO SYNDICATE—MD—Dennis O'Keefe, Abbe Lane, Xavier Cugat—Satisfactory program entry—83m.—see June 29 issue—Leg.: B. (747)

CREATURE WITH THE ATOM BRAIN—MD—Richard Denning, Angela Stevens, S. John Launer—Okeh programmer—70m.—see June 29 issue. (746)

DETECTIVE, THE—D—Alec Guinness, Joan Greenwood, Peter Finch—Well-made import has the Guinness name to help—91m.—see Oct. 20 issue—(English-made). (734)

END OF THE AFFAIR, THE—D—Deborah Kerr, Van Johnson, John Mills—Fair romantic drama—106m.—see April 20 issue—(Made in England). (724)

FIRE OVER AFRICA—MD—Maureen O'Hara, Macdonald Carey, Binnie Barnes—Moderate programmer—84m.—see Oct. 6 issue—(Technicolor)—(Made in Tangier)—(1.85-1). (716)

5 AGAINST THE HOUSE—MD—Guy Madison, Kim Novak, Brian Keith—Interesting meller—84m.—see May 18 issue—Leg.: B. (742)

HELL BELOW ZERO—MD—Alan Ladd, Joan Tetzel, Basil Sydney—Ladd starrer packs plenty of action—91m.—see Sept. 8 issue—(Technicolor)—(Made in England). (709)

HUMAN DESIRE—D—Glenn Ford, Gloria Grahame, Broderick Crawford—Dramatic entry has names to help—90m.—see Sept. 8 issue—Leg.: B. (710)

INDISCRETION OF AN AMERICAN WIFE—D—Jennifer Jones, Montgomery Clift, Gina Cervi—Romantic drama is best for the art and specialty spots—63m.—see Sept. 8 issue—(Made in Italy)—(English dialogue). (703)

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or unclassified by the Legion.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	HISD—Historical drama
ACD—Actian drama	MD—Melodrama
BID—Biographical drama	MUC—Musical comedy
BIDMU—Biographical drama with music	MU—Musical
BUR—Burlesque	MUW—Musical western
C—Comedy	MY—Mystery
CAR—Cartoon feature	MYC—Mystery comedy
CD—Comedy drama	MYD—Mystery drama
CDMU—Comedy droma musical	MYMD—Mystery melodrama
CMU—Comedy musical	NOV—Novelty
COMP—Compilation	OPC—Operatic comedy
COSMD—Costume melodrama	OPD—Operatic drama
D—Drama	OD—Outdoor drama
DMU—Dramatic musical	OMD—Outdoor melodrama
DOC—Documentary	ROMC—Romantic comedy
ED—Educational feature	ROMCMU—Romantic comedy musical
F—Farce	ROMD—Romantic drama
FAN—Fantasy	SAT—Satire
FANMU—Fantasy musical	SFD—Science fiction drama
	TRAV—Travelogue
	W—Western

changes are being made!

Continuing through the months between now and next September—a gradual revision, modernization and extension of the normal service of this Yellow CHECK-UP will take place.

Watch the changes develop . . . issue by issue!

IT CAME FROM BENEATH THE SEA—MD—Kenneth Tobey, Faith Domergue, Donald Curtis—Exploitation entry has angles—80m.—see June 29 issue. (732)
JUNGLE MOON MEN—MD—Johnny Weissmuller, Jean Byron, Bill Henry—For the lower half—70m.—see April 6 issue. (744)
LAW VS. BILLY THE KID, THE—W—Scott Brady, Betta St. John, James Griffith—Routine western—73m.—see Sept. 8 issue—(Technicolor). (711)
LONG GRAY LINE, THE—BID—Tyrone Power, Maureen O'Hara, Robert Francis—High rating entry—138m.—see Feb. 9 issue—(Technicolor)—(CinemaScope). (736)
MAN FROM LARAMIE, THE—W—James Stewart, Arthur Kennedy, Cathy O'Donnell—High rating western—104m.—see July 13 issue—(Technicolor)—(CinemaScope).
MASTERSON OF KANSAS—W—George Montgomery, Nancy Gates, James Griffith—Okeh program western—73m.—see Dec. 1 issue—(Technicolor). (729)
MISS GRANT TAKES RICHMOND—F—Lucille Ball, William Holden Janis Carter—Reissue has names to sell—87m.—see Oct. 6 issue. (722)
NEW ORLEANS UNCENSORED—MD—Arthur Franz, Beverley Garland, Helene Stanton—Okeh programmer—76m.—see Feb. 23 issue. (730)
PETTY GIRL, THE—CMU—Robert Cummings, Joan Caulfield, Elsa Lanchester—Reissue should do okeh—87m.—see June 15 issue. (745)
PHFFFT—C—Judy Holliday, Jack Lemmon, Jack Carson, Kim Novak—Entertaining comedy has names to help—91m.—see Nov. 3 issue—Leg.: B. (715)
PIRATES OF TRIPOLI—MD—Paul Henreid, Patricia Medina, Paul Newland—For the duallers—78m.—see Feb. 9 issue—(Technicolor). (706)
PRIZE OF GOLD, A—MD—Richard Widmark, Mai Zetterling, Nigel Patrick—Interesting melier—98m.—see May 18 issue—Leg: B—(Color by Technicolor)—(Made in England and Germany). (738)
PUSHOVER—MD—Fred MacMurray, Kim Novak, Phil Carey—Interesting melier—88m.—see Sept. 8 issue. (704)
RETURN OF OCTOBER—C—Glen Ford, Terry Moore, Dame May Whitty—Names may help reissue—89m.—see April 6 issue. (733)
SEMINOLE UPRISING—MD—George Montgobery, Karin Booth, William Fawcett—Average lower half entry 74m.—see May 4 issue—(Technicolor). (743)
TEN WANTED MEN—W—Randolph Scott, Alfonso Bedoya, Donna Martell—Western has action and angles—80m.—see Feb. 9 issue—Leg.: B—(Technicolor). (725)
THEY ALL KISSED THE BRIDE—C—Joan Crawford, Melvyn Douglas, Roland Young—Reissue has names to sell—86m.—see June 15 issue. (741)
THEY RODE WEST—W—Robert Francis, Donna Reed, May Wynn—Standard western—84m.—see Oct. 20 Issue—(Technicolor). (717)
THREE FOR THE SHOW—MUC—Betty Grable, Jack Lemmon, Marge and Gower Champion—Entry has some angles—91m.—see March 9 issue—(Technicolor)—(CinemaScope)—Leg.: B. (737)
THREE HOURS TO KILL—OMD—Dana Andrews, Donna Reed, Dianne Foster—Okeh for the duallers—77m.—see Sept. 22 issue—(Technicolor). (720)
TIGHT SPOT—MD—Ginger Rogers, Edward G. Robinson, Brian Keith—Interesting melier with names to help—97m.—see April 6 issue. (728)
VIOLENT MEN, THE—WMD—Glenn Ford, Barbara Stanwyck, Edward G. Robinson—Well-made action yarn—96m.—see Dec. 29 issue—(Technicolor)—(CinemaScope). (735)
WOMEN'S PRISON—MD—Ida Lupino, Jan Sterling, Cleo Moore—Exploitable prison yarn—80m.—see Feb. 9 Issue—Leg.: B. (726)
WYOMING RENEGADES—W—Phil Carey, Gene Evans, Martha Hyer—Average western for the duallers—73m.—see March 9 issue—(Technicolor). (727)

TO BE REVIEWED OR IN PRODUCTION

APACHE AMBUSH—Bill Williams, Adelle August, Tex Ritter.
BATTLE STATIONS—John Lund, William Bendix, Keefe Brasselle.
THE BIG SHOCK—Frank Lovejoy, Marl Blanchard, Richard Denning.
COUNT THREE AND PRAY—Van Heflin, Phil Carey, Joan Woodward—(Technicolor)—(CinemaScope).
DEVIL GODDESS—Johnny Weissmuller, Angelo Stevens.
DUEL ON THE MISSISSIPPI—Patricia Medina, Lex Barker—(Technicolor).
EDDIE DUCHIN STORY, THE—Tyrone Power, James Whittemore, Rex Thompson—(Technicolor)—(CinemaScope).
FOOTSTEPS IN THE FOG—Stewart Granger, Jean Simmons—(Technicolor)—(Made in England).
44 SOHO SQUARE—Faith Domergue, Lee Patterson, Martin Benson—(English-made).
GENTLE SERGEANT, THE—Aldo Ray, Mitsuko Kimura, Phil Carey—(Made in Japan).
GUN THAT WON THE WEST, THE—Dennis Morgan, Paula Raymond, Richard Denning—(Technicolor)
HOUSTON STORY, THE—Gene Barry, Edward Arnold, Barbara Hale.
INSIDE DETROIT—Pat O'Brien, Dennis O'Keefe, Margaret Field.
JOE MACBETH—Paul Douglas, Ruth Roman—(English-made).
JUBAL TROOP—Glenn Ford, Aldo Ray, Ernest Borgnine—(Technicolor)—(CinemaScope).
LAST FRONTIER—Anne Bancroft, Victor Mature, Guy Madison—(CinemaScope)—(Technicolor).
MY GUN COMMANDS—Randolph Scott, Angela Lansbury, Jean Parker.
MY SISTER EILEEN—Janet Leigh, Betty Garrett, Jack Lemmon—(Technicolor)—(CinemaScope).
NIGHT HOLDS TERROR, THE—Jack Kelly, Hildy Parks.
1984—Edmond O'Brien, Jan Sterling, Michael Redgrave—(English-made).
PICNIC—William Holden, Rosalind Russell, Kim Novak—(Technicolor)—(CinemaScope).
PRISONER, THE—Alec Guinness, Jack Hawkins, Jeanette Stark—(Made in England).
QUEEN BEE—Joan Crawford, Barry Sullivan, John Ireland.
SAFARI—Victor Mature, Janet Leigh.
GAMMA PEOPLE—Paul Douglas, Patricia Medina.
SPECIAL DELIVERY—Joseph Cotton, Eva Bartok—(Made in Germany).
SURVIVORS TWO—Jose Ferrer, Trevor Howard, Victor Madden — (Technicolor) — (CinemaScope) — (Made in Portugal).
TAMBOURINE—Jane Russell, Cornell Wilde—(Technicolor)—(CinemaScope).
TEEN AGE CRIME WAVE—Tommy Cook, Frank Griffin, Molly McCart—Leg.: B.

DCA

(Distributors Corporation Of America)

ANIMAL FARM—CAR.—Produced and directed by John Halas and Joy Batchelor—Cartaon feature excellent for art spots—73m.—(Technicolor)—(English-made)—(De Rochemont).
HUNTERS OF THE DEEP—DOC—Produced by Tom Gries; narrated by Dan O'Herlihy—64m.—see Jan. 26 issue—(Color).
LONG JOHN SILVER—AD—Robert Newton, Connie Gilchrist, Kit Taylor—Pirate yarn is well-made and has angles for selling—109m.—see Feb. 9 issue—(Deluxe color)—(CinemaScope)—(Made in Australia).
STRANGER'S HAND, THE—MD—Richard Basehart, Trevor Howard, Alida Valli—Interesting suspense melier—86m.—see Feb. 23 issue—(Filmed in Italy).

Filmakers

CRASHOUT—MD—William Bendix, Beverly Michaels, Arthur Kennedy—Prison-break melier sustains interest—90m.—see March 23 issue
MAD AT THE WORLD—MD—Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell—Okeh exploitation entry—71m.—see June 15 issue.
PRIVATE HELL 36—MD—Ida Lupino, Steve Cochran, Howard Duff—Satisfactory melier—81m.—see Sept. 8 issue

TO BE REVIEWED

BATTLE HELL—Wendell Corey, Mickey Rooney—(SuperScope).

IFE

(All films are Italian-made)

AIDA—OPD—Sophia Loren, Lois Maxwell, Luciano Della Marra—Fine entry for opera lovers and the art and specialty spots—95m.—see Oct. 20 Issue—(Ferraniacolor)—(English narration).
APPOINTMENT FOR MURDER—MD—Umberto Spadaro, Delia Scala, Andrea J. Basic—Average import for the Italian and art spots—90m.—see Mar. 24 issue—(English titles).
BREAD, LOVE, AND DREAMS—C—Vittorio DeSica, Gina Lollobrigida, Marisa Merlini—One of the better Italian films—90m.—see Oct. 20 issue—(English titles).
GREEN MAGIC—DOC—Good documentary—Produced by Leonardo Bonzi on his South American expedition—85m.—see May 4 issue—(Ferraniacolor)—(Filmed in South America)—(English narration).
LOVE IN THE CITY—COMP—Produced by Cesare Zavattini, Ricardo Ghione and Marco Ferreri—Highly exploitable and novel entry for art spots—90m.—see April 20 Issue—(Italian-made)—(English titles and narration)—Leg.: "B."
MADEMOISELLE GOBETTE—F—Silvana Pampanini, Aroldo Tieri, Luiga Pavese—Okeh import for art and specialty spots—78m.—see Feb. 23 issue—(English titles)—Leg.: C.
THEODORA, SLAVE EMPRESS—MD—Gianna Maria Canale, George Marchal, Renate Baldini—Spectacle has the angles—88m.—see Dec. 1 Issue—Leg.: B—(Italian-made)—(English dialogue)—(PatheColor).
TOO YOUNG FOR LOVE—D—Marina Viady, Michel Beck, Fernand Gravet—Good import for the art spots—88m.—see April 6 issue—Leg.: B—(Italian-French made)—(Dubbed in English).
WAYWARD WIFE, THE—D—Gina Lollobrigida, Gabriele Ferzetti, Alda Mangini—Interesting drama with Lollobrigida name to help—91m.—see April 20 issue—Italian-made)—(Dubbed in English)—Leg.: "B."

TO BE REVIEWED OR IN PRODUCTION

AGAINST THE WALL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English).
CITY STANDS TRIAL, A—Silvana Pampanini, Amedeo Nazzari, Eduardo Cianelli—(Dubbed in English)—Leg.: B.
NEAPOLITAN CAROUSEL—Sophia Loren, Marjorie Tallchief, Yvette Chauvire—(Pathe Color).
HUSBAND FOR ANNA, A—Silvana Pampanini, Massimo Girotti, Amedeo Nazzari—(Dubbed in English)—(105m.).
OUTLAW GIRL—Silvana Mangano, Amedeo Nazzari—(Dubbed in English)—Leg.: B.
VOICE OF SILENCE—Rossana Pedesta, Cosetta Greco, Aldo Fabrizi—(Dubbed in English).

Lippert

(1953-54 releases from 5301; 1954-55 releases from 5401)

(Numerals in brackets indicate maximum aspect ratio in which features can be projected)

BIG CHASE, THE—MD—Glenn Langan, Adele Jergens, Lon Chaney—For the lower half—60m.—see Sept. 8 issue. (5327)
BLACK PIRATES, THE—MD—Anthony Dexter, Martha Roth, Lon Chaney—For the lower half—74m.—see March 9 issue—(Ansco Color)—(Made in El Salvador). (5407)
DEADLY GAME—MD—Lloyd Bridges, Simone Silva, Finlay Currie—For the lower half—63m.—see Jan. 12 issue (Made in Spain and England). (5402)
HEAT WAVE—MD—Alex Nicol, Hillary Brooke, Sidney James—Okeh programmer for the lower half—68m.—see May 19 Issue—(English-made). (5310)
PAID TO KILL—MD—Dane Clark, Paul Carpenter, Thea Gregory—Okeh import for the lower half—75m.—see Aug. 11 issue—(English-made). (5326)
RACE FOR LIFE, A—MD—Richard Conte, Mari Aldon, George Coulouris—For the programmers—68m.—see Jan. 26 issue—(English-made). (5403)
RIVER BEAT—MYMD—Phyllis Kirk, John Bentley, Robert Ayres—Okeh programmer for the lower half—70m.—see Aug. 25 issue—(English-made). (5329)
SIEGE, THE—MD—Aurora Bautista, Fernando Rey, Virgile Teixeria—For the lower half—63m.—see Dec. 15 issue (Spanish-made)—(Dubbed in English). (5323)
SILENT RAIDERS, THE—MD—Richard Bartlett, Earle Lyon, Jeannette Bordeaux—For the lower half—65m.—see Dec. 15 issue—(English-made). (5404)
SILVER STAR, THE—W—Edgar Buchanan, Marie Windsor, Lon Chaney, Earl Lyon—Fair western—75m.—see April 6 issue. (5411)
TERROR SHIP—MYMD—William Lundigan, Naomi Chance, Vincent Ball—Okeh for the lower half—72m.—see Sept. 22 issue—(English-made). (5330)
THEY WERE SO YOUNG—MD—Scott Brady, Johanna Matz, Raymond Burr—Exploitation entry can be sold—78m.—see Feb. 9 issue—(Filmed in Germany)—Leg.: B. (5406)
THUNDER PASS—OMD—Fair programmer—Dane Clark, Dorothy Patrick, Andy Devine—76m.—see Sept. 8 issue. (5404)
UNHOLY FOUR, THE—D—Paulette Goddard, William Sylvester, Patrick Holt—Routine programmer for the lower half—80m.—see Oct. 20 issue—(English-made). (5401)

TO BE REVIEWED OR IN PRODUCTION

AIR STRIKE—Richard Denning, Gloria Jean, Don Haggerty. (5413)
GLASS TOMB—John Ireland, Honor Blackman—(English-made). (5409)
KING DINOSAUR—Bill Bryant, Wanda Curtis (5418)
LONESOME TRAIL, THE—Wayne Morris, Margia Dean, John Agar. (5416)
PHANTOM OF THE JUNGLE—Jon Hall, Anne Gwynne, Ray Montgomery. (5414)
THUNDER OVER SANGOLAND—Jon Hall, Marjorie Lord. (5415)

Metro

(1953-54 releases from 401, 1954-55 releases from 501)

ANCHORS AWEIGH—CMU—Frank Sinatra, Kathryn Grayson, Gene Kelly—Reissue has names to sell—139m.—see Feb. 9 issue—(Technicolor). (520)
ASPHALT JUNGLE, THE—MD—Sterling Hayden, Louis Calhern, Jean Hagen—Reissue has the names and angles—112m.—see Dec. 29 issue—(1.75-1)—(Reissue). (514)
ATHENA—CMU—Jane Powell, Debbie Reynolds, Edmund Purdom, Vic Damone—Names should help this offbeat comedy musical—96m.—see Nov. 17 issue—(Eastman Color)—(Print by Technicolor)—(1.75-1). (507)
BAD DAY AT BLACK ROCK—D—Spencer Tracy, Robert Ryan, Anne Francis—Well-made drama has the names—81m.—see Dec. 15 Issue—(Eastman color)—(CinemaScope). (515)
BATTLEGROUND—D—Van Johnson, John Hodiak, Ricardo Montalban—World War II reissue has names to help—117m.—see Dec. 29 issue—(1.33-1)—(Reissue). (513)
BEAU BRUMMELL—D—Stewart Granger, Elizabeth Taylor, Peter Ustinov—Names should help interesting period entry—111m.—see Oct. 20 Issue—(Eastman Color)—(Print by Technicolor)—(Made in England)—(1.75-1). (504)
BEDEVILLED—D—Anne Baxter, Steve Forrest, Robert Christopher—Slow moving drama will need plenty of help—85m.—see April 20 issue—(Made in France)—(Eastman color)—(CinemaScope). (523)
BETRAYED—MD—Clark Gable, Lana Turner, Victor Mature—Names will have to make the difference—108m.—see Sept. 8 Issue—(Eastman Color)—(Made in Holland and England)—(1.75-1)—(SS). (501)
BLACKBOARD JUNGLE—D—Glenn Ford, Anne Francis, Louis Calhern—High rating entry on juvenile delinquency—101m.—see March 9 issue. Leg.: B. (521)
BRIGADOON—MUFAN—Gene Kelly, Van Johnson, Cyd Charisse—Entertaining musical fantasy—108m.—see Sept. 8 issue (Ansco Color)—(CinemaScope) (502)
CAMILLE—D—Greta Garbo, Robert Taylor, Lionel Barrymore—Good reissue for art houses or regulation spots—110m.—see May 4 issue. (524)
COBWEB, THE—D—Richard Widmark, Lauren Bacall, Charles Boyer, Lillian Gish—Highly interesting entry about a mental sanitarium, its patients and its personnel — 124m. — see June 15 issue — (Eastman Color)—(CinemaScope). (531)
CREST OF THE WAVE—D—Gene Kelly, Jeff Richards, John Justin—Moderate programmer—90m.—see Nov 17 issue—(Made in England)—(1.75-1). (511)
DEEP IN MY HEART—BIOMU—Jose Ferrer, Merle Oberon, Helen Traubel—High rating—132m.—see Dec. 1 issue—Leg.: B—(Eastman Color)—(Print by Technicolor)—(1.75-1). (512)
DR. JEKYLL AND MR. HYDE—MD—Spencer Tracy, Ingrid Bergman, Lana Turner—Names should help reissue of familiar story—127m.—see Oct. 6 issue. (506)
GLASS SLIPPER, THE—FANMU—Leslie Caron, Michael Wilding, Keenan Wynn—Entertaining entry—94m.—see Feb. 23 issue—(Eastman Color). (522)
GREEN FIRE—MD—Stewart Granger, Grace Kelly, Paul Douglas—Interesting melier has the angles—100m.—see Dec. 29 issue—(Eastman Color)—(Made in South America)—(CinemaScope). (516)
HIT THE DECK—MUC—Jane Powell, Tony Martin, Debbie Reynolds—Entertaining musical entry — 112m. — see March 9 issue—Leg.: B—(Eastman Color)—(CinemaScope). (519)
INTERRUPTED MELODY—BIDMU—Glenn Ford, Eleanor Parker, Roger Moore—Well made entry has angles—106m.—see April 6 Issue—(Eastman Color)—(CinemaScope). ( )
JULIUS CAESAR—D—Marion Brando, James Mason, John Gielgud, Louis Calhern, Edmond O'Brien, Greer Garson, Deborah Kerr—High rating meritorious offering—121m.—see June 17 issue—(SS). (422)

JUPITER'S DARLING — CDMU — Esther Williams, Howard Keel, Marge and Gower Champion — Entertaining entry has the angles—96m.—see Jan. 26 issue—(Eastman color)—(CinemaScope). (518)

LAST TIME I SAW PARIS, THE—D—Elizabeth Taylor, Van Johnson, Donna Reed—Well made drama has names to make the difference—116m.—see Nov. 17 issue—(Technicolor)—(1.75-1). (510)

LOVE ME OR LEAVE ME—BIDMU—Doris Day, James Cagney, Cameron Mitchell—High rating musical should hit the better money—122m.—see June 1 issue—Leg: B—(Eastman Color)—(CinemaScope). (527)

MANY RIVERS TO CROSS—ODCD—Robert Taylor, Eleanor Parker, Victor McLaglen—Offbeat outdoor show has names and amusing angles—92m.—see Feb. 9 Issue—Leg.: B—(Eastman Color)—(Cinemascope). (517)

MARAUDERS, THE—OMD—Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis—Good programmer—81m.—see April 20 issue—Leg.: B—(Eastman color)—(Print by Technicolor). (526)

MOONFLEET—MD—Stewart Granger, Viveca Lindfors, George Sanders, Joan Greenwood—Interesting meller with angles to help—89m.—see May 18 issue—Leg.: B—(Eastman Color)—(CinemaScope). (528)

PRODIGAL, THE—MD—Lana Turner, Edmund Purdom, Louis Calhern—Highly interesting and entertaining entry—114m.—see April 16 issue—Leg.: B—(Eastman color)—(CinemaScope). (525)

ROGUE COP—MD—Names will help satisfactary thriller—Robert Taylor, Janet Leigh, George Raft—92m.—see Sept. 8 issue—Leg.: B—(1.75-1). (503)

SCARLET COAT, THE—HISD—Cornel Wilde, Michael Wilding, George Sanders, Anne Francis—Interesting meller on American Revolution—101m.—see June 29 issue—(Eastman Color)—(CinemaScope).

TARZAN ESCAPES—AD—Johnny Weissmuller, Maureen O'Sullivan—Tarzan reissue is adequate for the action houses—89m.—see Nov. 3 issue. (509)

TARZAN THE APE MAN—AD—Johnny Weissmuller, Neil Hamilton, Maureen O'Sullivan—Reissue will depend on name draw—102m.—see Nov. 3 issue—Leg.: B. (508)

WIZARD OF OZ, THE—FANMU—Judy Garland, Frank Morgan, Ray Bolger, Bert Lahr—Should click as reissue—101m.—see June 29 issue—(Technicolor). (530)

WOMAN'S FACE, A—MD—Joan Crawford, Melvyn Douglas, Conrad Veidt—Reissue should benefit from names—106m.—see Oct. 6 issue—Leg.: B (505)

TO BE REVIEWED OR IN PRODUCTION

BAR SINISTER—Jeff Richards, Jarma Lewis, Edmund Gwenn—(Color)—(CinemaScope).

BHOWANI JUNCTION—Ava Gardner, Stewart Granger, William Travers—(Color)—(CinemaScope)—(Made in Pakistan and England).

DIANE—Lana Turner, Pedro Armendariz—(Eastman Color)—(CinemaScope).

FORBIDDEN PLANET—Walter Pidgeon, Anne Francis, Leslie Nielson—(Color)—(CinemaScope).

FOREVER, DARLING—Lucille Ball, Desi Arnaz, James Mason, Louis Calhern—(Eastman Color)—(CinemaScope).

GABY—Leslie Caron, John Kerr—(Color)—(CinemaScope).

GUYS AND DOLLS—Marlon Brando, Jean Simmons, Frank Sinatra—(Technicolor)—(CinemaScope)—(Goldwyn).

I'LL CRY TOMORROW—Susan Hayward, Richard Conte, Eddie Albert.

INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Claire Sombert, Tamara Toumanova—94m.—(Technicolor)—(Made in England).

IT'S ALWAYS FAIR WEATHER—Gene Kelly, Cyd Charisse, Dan Dailey, Dolores Gray—(Color)—(CinemaScope).

KING'S THIEF, THE—Ann Blyth, Edmund Purdom, David Niven, George Sanders—78m.—(Eastman Color)—(CinemaScope).

KISMET—Howard Keel, Ann Blyth, Vic Damone—(Eastman Color)—(CinemaScope).

LAST HUNT, THE—Robert Taylor, Stewart Granger, Anne Bancroft—(Eastman Color)—(CinemaScope).

QUENTIN DURWARD—Robert Taylor, Kay Kendall, Robert Morley—(Color)—(CinemaScope)—(Made in England).

SVENGALI—Hildegarde Neff, Donald Wolfit, Terence Morgan—(Eastman Color)—(English-made).

TENDER TRAP, THE—Frank Sinatra, Debbie Reynolds, David Wayne, Celeste Holm — (Eastman Color) — (CinemaScope).

TRIAL—Glenn Ford, Dorothy McGuire, Arthur Kennedy—(CinemaScope).

TRIBUTE TO A BAD MAN—Spencer Tracy, Irene Pappas, Robert Francis—(Eastman Color)—(CinemaScope).

WEEKEND AT LAS VEGAS—Dan Dailey, Cyd Charisse.

Paramount

(1953-54 releases from 5300;
1954-55 releases from 5400)

BRIDGES AT TOKO-RI, THE—D—William Holden, Grace Kelly, Frederic March, Mickey Rooney—Well-made, interesting entry—103m.—see Jan. 12 issue—(Technicolor). (5405)

CONQUEST OF SPACE—SFD—Walter Brooke, Eric Fleming, Jean Shawlee—Space thriller will please science-fiction fans and the younger set—80m.—see April 20 issue—(Technicolor)—Leg.: "B." (5407)

COUNTRY GIRL, THE—D—Bing Crosby, Grace Kelly, William Holden—High rating drama—104m.—see Dec. 15 issue. (5409)

FAR HORIZONS, THE—MD—Fred MacMurray, Charlton Heston, Donna Reed—Interesting programmer—108m.—see June 1 issue—(Technicolor)—(VistaVision). (5412)

HELL'S ISLAND—MD—John Payne, Mary Murphy, Francis L. Sullivan—Fair programmer—84m.—see May 18 issue—Leg.: B—(Technicolor)—(VistaVision). (411)

MAMBO — MD — Silvana Mangano, Vittorio Gassman, Shelley Winters—Meller has angles to sell—94m.—see April 6 issue—(Made in Italy)—Leg.: B. (5406)

REAP THE WILD WIND—MD—Ray Milland, John Wayne, Paulette Goddard—Reissue of DeMille spectacle has the names to help—122m.—see Oct. 20 Issue—(Technicolor). (R-5403)

REAR WINDOW—MYD—James Stewart, Grace Kelly, Wendell Corey—High rating—112m.—see Sept. 8 issue—(Technicolor). (5401)

RUN FOR COVER—OD—James Cagney, Viveca Lindfors, John Derek—Interesting outdoor drama has names to sell—93m.—see April 6 issue—(Technicolor)—(VistaVision). (5410)

SABRINA—CD—Humphrey Bogart, Audrey Hepburn, William Holden—High rating—113m.—see Sept. 8 issue—Leg.: B. (5402)

SEVEN LITTLE FOYS, THE—CMU—Bob Hope, Milly Vitale, George Tobias—Top Hope entry headed for higher grosses — 95m. — see June 15 issue — (Technicolor)—(VistaVision). (5413)

STRATEGIC AIR COMMAND—MD—James Stewart, June Allyson, Frank Lovejoy—Well made yarn of present-day air force—114m.—see April 6 issue—(Technicolor)—(VistaVision). (5425)

THREE RING CIRCUS—C—Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor—Team draw will make the difference—104m.—see Nov. 3 issue—(Technicolor)—(VistaVision)—(PS). (5404)

ULYSSES—MD—Kirk Douglas, Slyvana Mangano, Anthony Quinn—Filmization of epic work has angles for regulation as well as art and specialty spots—104m.—see June 29 issue—(Print by Technicolor)—(Made in Italy)—(English-dubbed). (5503)

WE'RE NO ANGELS—C—Humphrey Bogart, Aldo Ray, Joan Bennett, Basil Rathbone—Highly amusing comedy—105m.—see June 29 issue—(Technicolor)—(VistaVison). (5414)

WHITE CHRISTMAS—CMU—Names and VistaVision debut should account for high grosses—Bing Crosby, Danny Kaye, Rosemary Clooney, Vera Ellen—120m.—see Sept. 8 issue—(Technicolor)—(VistaVision)—(PS). (5430)

YOU'RE NEVER TOO YOUNG—C—Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch—Better Martin and Lewis comedy—102m.—see June 29 issue—(Color by Technicolor)—(VistaVision). (5515)

TO BE REVIEWED OR IN PRODUCTION

ANYTHING GOES—Bing Crosby, Jeanmarie, Donald O'Connor—(Technicolor)—(VistaVision).

ARTISTS AND MODELS—Dean Martin, Jerry Lewis, Shirley MacLaine—(Technicolor)—(VistaVision).

COURT JESTER, THE—Danny Kaye, Glynis Johns, Basil Rathbone—(Technicolor)—(VistaVision)—(PS).

DESPERATE HOURS, THE—Fredric March, Humphrey Bogart, Martha Scott—(VistaVision)—(PS).

GIRL RUSH, THE—Rosalind Russell, Eddie Albert, Fernando Lamas—(Technicolor)—(VistaVision)—(PS). (5501)

LADY EVE—George Gobel, Mitzi Gaynor, David Niven—(Technicolor)—(VistaVision).

LUCY GALLANT—Jane Wyman, Charlton Heston, Claire Trevor—(Technicolor)—(VistaVision)—(PS).

MAN WHO KNEW TOO MUCH, THE—James Stewart, Doris Day, Chris Olson—(Technicolor)—(VistaVision)—(Made in Morocco).

PROUD AND PROFANE, THE—William Holden, Deborah Kerr, Thelma Ritter, Dewey Martin—(VistaVision).

ROSE TATTOO, THE—Burt Lancaster, Anna Magnani, Marisa Pavan—(VistaVision).

SCARLET HOUR—Carol Ohmart, Tom Tryon, Jody Lawrence, Elaine Stritch—(VistaVision).

TEN COMMANDMENTS, THE—Charlton Heston, Yul Brynner, Anne Baxter—(Technicolor)—(VistaVision)—(Made in Egypt)—(PS).

TO CATCH A THIEF—Cary Grant, Grace Kelly, John Williams — (Technicolor) — (VistaVision) — (Made in France)—(PS). (5502)

TOO LATE, MY LOVE—Carol Ohmart, Tom Tryon, Jody Lawrence—(VistaVision).

TROUBLE WITH HARRY, THE—Edmund Gwenn, Shirley MacLaine, John Forsythe—(Technicolor)—(VistaVision)—(PS)

VAGABOND KING, THE — Kathryn Grayson, William Prince, Rita Moreno—(Technicalor)—(VistaVision).

WAR AND PEACE—Audrey Hepburn, Henry Fonda, Mel Ferrer—(Technicolor)—(VistaVision) — (Made in Italy and Yugoslavia).

RKO

(1953-54 releases from 401;
1954-55 releases from 501)

AFRICA ADVENTURE—DOC—Robert C. Ruark—Okeh documentary—64m.—see Oct. 6 issue. (502)

AMERICANO, THE—OMD—Glenn Ford, Frank Lovejoy, Ursula Theiss—Satisfactory outdoor action meller—85m.—see Jan. 12 issue—(Technicolor)—(Filmed in Brazil)—Leg.: B. (509)

BERLIN EXPRESS—MD—Merle Oberon, Robert Ryan, Paul Lukas—Names should help reissue—86m.—see April 20 issue. (574)

BIG STREET, THE—CD—Henry Fonda, Lucille Ball, Agnes Moorehead—Names should help reissue—88m.—see June 15 issue. (577)

BRINGING UP BABY—C—Katharine Hepburn, Cary Grant, Charlie Ruggles—Reissue has names to help—102m.—see May 18 issue. (575)

CATTLE QUEEN OF MONTANA—W—Barbara Stanwyck, Ronald Reagan, Gene Evans—Western has names to help—88m.—see Dec. 1 issue—(Technicolor). (505)

EVERY GIRL SHOULD BE MARRIED—C—Cary Grant, Franchot Tone, Betsy Drake—Reissue has the names to help—84m.—see Sept. 8 issue. (570)

ESCAPE TO BURMA—MD—Barbara Stanwyck, Robert Ryan, David Farrar—Average programmer has names to help—87m.—see April 20 Issue—(Technicolor)—(SuperScope). (512)

HANSEL AND GRETEL—NOV—Voices of Anna Russell, Mildred Dunnock, Frank Rogler—Puppet entry is packed with selling angles—75m.—see Oct. 6 issue—(Technicolor). (508)

I REMEMBER MAMA—CD—Irene Dunne, Barbara Bel Geddes, Phillip Dorn—Reissue should click—119m.—see May 18 issue. (576)

INFORMER, THE—MD—Victor McLaglen, Heather Angel, Preston Foster—Reissue of film classic should do okeh—92m.—see April 20 issue. (573)

PASSION—MD—Cornel Wilde, Yvonne De Carlo, Raymand Burr—Average programmer—84m.—see Oct. 20 issue—(Print by Technicolor). (503)

PEARL OF THE SOUTH PACIFIC—AD—Dennis Morgan, Virginia Mayo, David Farrar—Okeh programmer—86m.—see July 13 issue—(Technicolor)—(SuperScope). (515)

QUEST FOR THE LOST CITY—DOC—Dana and Ginger Lamb—Interesting Documentary—60m.—see Jan. 12 ssue—(Color)—(Made in Guatemala). (510)

RAGE AT DAWN—W—Randolph Scott, Forrest Tucker, Mala Powers—Better than average western—87m.—see March 23 issue—(Technicolor). (511)

SHE WORE A YELLOW RIBBON—MD—Okeh Wayne reissue—John Wayne, Joanne Dru, John Agar—103½m—see Sept. 8 issue (Technicolor). (572)

TARZAN'S HIDDEN JUNGLE—MD—Gordon Scott, Vera Miles, Peter Van Eyck—Average series entry—73m.—see March 9 issue. (507)

THIS IS MY LOVE—D—Linda Darnell, Rick Jason, Dan Duryea—Moderate programmer—91m.—see Oct. 6 issue—Leg.: B—(Pathe Color). (504)

UNDERWATER—MD—Jane Russell, Gilbert Roland, Richard Egan—Interesting, well-made melodrama—99m.—see Jan. 26 issue—(Technicolor)—(SuperScope). (506)

WINDOW, THE—D—Barbara Hale, Bobby Driscoll, Arthur Kennedy—Reissue has exploitation possibilities—73m—see Sept. 8 issue. (571)

TO BE REVIEWED OR IN PRODUCTION

ALISON—Terry Moore, Robert Beatty, William Sylvester—(English-made).

BENGAZI—Richard Conte, Victor McLaglen, Mala Powers—(Technicolor)—(SuperScope). (516)

BOY AND THE BULL, THE—Michel Ray, Fermin Rivera, Rodolpho Hoyos—(Technicolor)—(CinemaScope).

CONQUEROR, THE—John Wayne, Susan Hayward, Pedro Armendariz—(Technicolor)—(CinemaScope).

GLORY—Margaret O'Brien, Charlotte Greenwood, Arthur Hunnicutt—(Technicolor)—(SuperScope).

JET PILOT — John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor)—(SuperScope).

SON OF SINBAD—Dale Robertson, Sally Forrest, Vincent Price, Lili St. Cyr—88m.—(Technicolor)—(Superscope)—(1.75-1)—Leg.: C. (513)

TENNESSEE'S PARTNER—Rhonda Fleming, John Payne, Ronald Reagan—(Technicolor)—(SuperScope).

TEXAS LADY—Claudette Colbert, Barry Sullivan, Gregory Walcott—(Technicolor)—(SuperScope).

TREASURE OF PANCHO VILLA, THE—Rory Calhoun, Shelley Winters, Gilbert Roland — (Technicolor) — (SuperScope)—(Mexican made).

WAKAMBA—Edgar M. Queeny African Documentary—65m—(Technicolor). (514)

WAY OUT, THE—Gene Nelson, Mona Freeman—(Made in England).

Republic

(1952-53 releases from 5201; 1953-54 releases from 5301

AFRICAN MANHUNT—MD—Myron Healey, Karen Booth, John Kellogg—For the lower half—65m.—see April 20 issue. (5430)

ATOMIC KID, THE—C—Mickey Roney, Elaine Davis, Robert Strauss—Okeh for the duallers—86m.—see Dec. 15 issue. (5314)

CAROLINA CANNONBALL—C—Judy Canova, Andy Clyde, Ross Elliott—Fair programmer—74m.—see Jan. 26 Issue. (5326)

CITY OF SHADOWS — MD — Victor McLaglen, Kathleen Crowley, Anthony Caruse—For the lower half—69m.—see June 29 issue. (5436)

DAY TO REMEMBER, A—C—Joan Rice, Donald Sindon, Odile Versois, Stanley Holloway—Interesting art house offering—72m.—see May 18 issue—(English-made)—(Rank). (5433)

DOCTOR IN THE HOUSE—C—Dirk Bogarde, Muriel Pavlow, Kenneth More—Light hearted import should have wide appeal—92m.—see March 9 issue—(English-made)—(Technicolor). (5401)

DON JUAN'S NIGHT OF LOVE—MD—Raf Vallone, Silvana Pampanini, Michele Philippe—Uneven import with some selling angles—71m.—see June 29 issue—(Italian-made)—(Dubbed in English). (5435)

ETERNAL SEA, THE—BIOD—Sterling Hayden, Alexis Smith, Dean Jagger—Good service film—103m—see April 20 issue. ( )

I COVER THE UNDERWORLD—MD—Sean McClory, Joanne Jordan, Ray Middleton—For the lower half—70m.—see May 4 issue. (5434)

ROAD TO DENVER, THE—W—John Payne, Mona Freeman, Lee J. Cabb—Okey western—90m.—see June 29 issue—(Truecolor). (5406)

ROOGIE'S BUMP—FAN—Robert Marriot, Olive Blakeney William Harrigan, the Brooklyn Dodgers—For the lower half—70m.—see Sept. 22 issue. (5310)

SANTA FE PASSAGE—OD—John Payne, Faith Domergue, Read Cameron—Okey frontiersmen vs. Indians entry—90m.—see May 18 issue—(Trucolor). (5404)

SAVAGE FRONTIER—W—Allan "Rocky" Lane, Eddy Waller, Dorothy Patrick—Routine series entry—54m.—see June 3 issue. (5242)

SHANGHAI STORY, THE—MD—Ruth Roman, Edmond O'Brien, Richard Jaeckel—Topical meller has exploitation possibilities—90m.—see Sept. 22 issue. (5311)

SHE WOLF, THE—D—Kerima, Ettore Manni, May Britt—Good Import for the art, specialty, and exploitation spots—93m.—see Oct. 20 issue—Leg.: B—(Italian-(made)—(Dubbed in English). (5312)

SQUARE RING, THE—D—Jack Warner, Robert Beatty, Bernadette O'Farrell—Okeh programmer—73m.—see Feb. 9 issue—(Made in England). (5432)

TIMBERJACK — OMD — Sterling Hayden, Vera Ralston, David Brian—Colorful outdoor meller will fit into action spots—93m.—see Feb. 9 issue—(Trucolor). (5402)

TOBOR THE GREAT—SFMD—Okeh programmer—Charles Drake, Karin Boath, Billy Chapin—77m.—see Sept. 8 issue. (5309)

TROUBLE IN STORE — F — Norman Wisdom, Margaret Rutherford, Moira Lister—Very funny Import—85m.—see Jan. 26 issue—(English-made). (5431)

TROUBLE IN THE GLEN—CD—Margaret Lockwood, Orson Wells, Forrest Tucker—Scottish comedy drama will need plenty of selling—91m.—see Dec. 1 issue—(Made in Scotland)—(Trucolor). (5313)
YELLOWNECK—MD—Lin McCarthy, Stephen Courtleigh, Bill Mason—Okeh for the lower half—83m.—see March 23 issue—(Trucolor). (5313)

TO BE REVIEWED OR IN PRODUCTION

COME NEXT SPRING—Steve Cochran, Ann Sheridan, Sonny Tufts—(Trucolor).
CROSS CHANNEL—Wayne Morris, Yvonne Furneaux.
DIVIDED HEART, THE—Cornell Borchers, Yvonne Mitchell, Armin Dahlen.
DOUBLE JEOPARDY—Rod Cameron, Gale Robbins, Allison Hayes. (5437)
FLAME OF THE ISLAND—Yvonne De Carlo, Zachary Scott, Howard Duff—(Trucolor).
GREEN BUDDHA, THE—Wayne Morris, Mary Germaine.
HEADLINE HUNTERS—Rod Cameron, Julie Bishop, Ben Cooper.
JAGUAR—Sabu, Chiquita, Barton MacLane.
LAST COMMAND, THE—Sterling Hayden, Anna Maria Alberghetti, Richard Carlson—(Trucolor).
LAY THAT RIFLE DOWN—Judy Canova, Robert Lowery
MAGIC FIRE—Yvonne De Carla, Carlos Thompson, Rita Gam—(Trucolor)—(Made in Germany)
MAN ALONE, A—Ray Milland, Mary Murphy—(Trucolor).
MAN TO MAN—Rod Cameron, Julie London, Ben Cooper.
MYSTERY OF THE BLACK JUNGLE—Lex Barker, Jane Maxwell.
SECRET VENTURE—Kent Taylor, Jane Hylton.
TANGABUKU—Documentary—(Made in Africa)—(Cotlow).
TRACK THE MAN DOWN—Kent Taylor, Petula Clark.
TREACHERY—Marie Windsor, Jil Parmyn, Richard Crane.
TWINKLE IN GOD'S EYE—Mickey Rooney, Coleen Grey Hugh O'Brian.
VANISHING AMERICAN, THE—Scott Brady, Audrey Totter, Forrest Tucker—(Trucolor).

20th Century-Fox

(1953 releases from 301; 1954 releases from 401)

ADVENTURES OF HAJJI BABA, THE—MD—John Derek, Elaine Stewart, Thomas Gomez—Arabian Nights-type entertainment has the angles—94m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (424)
ADVENTURES OF SADIE, THE—C—Joan Collins, George Cole, Kenneth More, Hermione Gingold—Satisfactory British comedy for the art spots—88m.—see June 1 issue—Leg.: B—(Eastman Color)—English-made). (508)
ANGELA—MD—Dennis O'Keefe, Mara Lane, Rossana Brazzi—Okey programmer—81m.—see May 11 issue—Leg.: B—(Filmed in Italy). (511)
BELLE STARR'S DAUGHTER—W—George Montgomery, Rod Cameron, Ruth Roman—Western reissue should do okeh—86m.—see Feb. 9 issue—(Reissue). (541)
BLACK 13—MD—Peter Reynolds, Rona Andersan, Patric Barr—For the lower half—75m.—see Nov. 17 issue—(English-made). (428)
BLACK WIDOW—MY—Ginger Rogers, Van Heflin, Gene Tierney, George Raft, Peggy Ann Garner—Good mystery—95m.—see Nov. 3 issue—(Color by DeLuxe)—(CinemaScope). (423)
BROKEN LANCE—MD—Spencer Tracy, Robert Wagner. Jean Peters, Richard Widmark—Well-made melodrama—96m.—see July 28 issue—(Color by DeLuxe)—(CinemaScope). (419)
CARMEN JONES—DMU—Dorothy Dandridge, Harry Belafonte, Olga James—Depends on the individual situation—105m.—see Oct. 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (422)
DADDY LONG LEGS—MUC—Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter—Entertaining entry headed for higher grosses—126m.—see May 11 issue—(Color by De Luxe)—(CinemaScope). (515)
DAKOTA LIL—W—George Montgomery, Marie Windsor, Rod Cameron—Reissue has the angles—88m.—see Feb. 9 issue—(Reissue). (542)
DESIREE—D—Marlon Branda, Jean Simmons, Merle Oberon—Impressive picturization of best seller—110m.—see Nov. 17 issue—(Color by DeLuxe)—(CinemaScope). (425)
DEVIL'S HARBOR—MD—Richard Arlen, Greta Gynt, Donald Houston—For the duallers—71m.—see Dec. 29 issue—(English-made). (429)
EGYPTIAN, THE—D—Edmund Purdom, Jean Simmons, Victor Mature—Well-made spectacle is headed for the better grasses—140m.—see Sept. 8 issue—Leg. B—(Color by DeLuxe)—(CinemaScope). (420)
GAMBLER FROM NATCHEZ, THE—MD—Dale Robertson, Debra Paget, Thamas Gomez—Okeh programmer—88m.—see Aug. 11 issue—Leg.: B—(Print by Technicolor). (417)
HOUSE OF BAMBOO—MD—Robert Ryan, Robert Stock, Shirley Yamaguchi, Cameron Mitchell—Highly interesting meller—102m.—see July 13 issue—(Color by DeLuxe)—(CinemaScope)—(Filmed in Japan). (516)
LIFE IN THE BALANCE, A—MD—Ricardo Montalban, Anne Bancraft, Lee Marvin—Satisfactory programmer—74m.—see Jan. 26 issue—(Made in Mexico). (506)
MAGNIFICENT MATADOR, THE—D—Maureen O'Hara, Anthony Quinn, Thomas Gomez—Entry has angles—94m.—see June 1 issue—Leg.: B—(Eastman Color)—(CinemaScope). (513)
MAN CALLED PETER, A—BID—Richard Todd, Jean Peters, Marjorie Rambeau—Highly inspirational film will need selling—119m.—see April 9 issue—(Color by DeLuxe)—(CinemaScope). (509)
OTHER WOMAN, THE—D—Hugo Haas, Clea Maore, Lance Fuller—Okeh pragrammer for the duallers—81m.—see Jan. 12 issue. (430)
OUTLAW'S DAUGHTER, THE—W—Jim Davis, Kelly Ryan, Bill Williams—For the lower half—75m.—see Dec. 1 issue—(Color). (427)
PRINCE OF PLAYERS—BID—Richard Burton, Maggie McNamara, John Derek—Quality drama calls for special handling—102m.—see Jan. 12 issue—(Color)—(CinemaScope). (502)
RACERS, THE—MD—Kirk Douglas, Bella Darvi, Gilbert Roland—Entertaining entry—95m.—see Feb. 9 issue—(Color by De Luxe)—(CinemaScope)—Leg.: B. (505)
RAID, THE—MD—Van Heflin, Anne Bancroft, Richard Boone—Okeh Civil War actian meller—83m.—see July 28 issue—(Technicolor). (408)
SEVEN YEAR ITCH, THE—C—Marilyn Monroe, Tom Ewell, Evelyn Keyes—Highly amusing comedy should do better business—105m.—see June 15 issue—Leg.: B—(Color by De Luxe)—(CinemaScope). (517)
SOLDIER OF FORTUNE—MD—Clark Gable, Susan Hayward, Michael Rennie—Adventure yarn has high potential—96m.—see June 1 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope)—(Made in Hong Kong).(514)
THAT LADY—MD—Olivia DeHavilland, Gilbert Roland. Francoise Rosey, Dennis Price—Castume meller will need plenty of push—100m.—see June 1 issue—(Print by Technicolor)—(CinemaScope)—(Made in Spain). (504)
THERE'S NO BUSINESS LIKE SHOW BUSINESS—MU—Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray, Mitzi Gaynor—Colorful musical is headed far better grosses—117m.—see Dec. 15 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (426)
TWELVE O'CLOCK HIGH — MD — Gregory Peck, Hugh Mariowe, Gary Merrill—The Peck name should help war reissue—131½m.—see Jan. 12 issue. (540)
UNTAMED—AD—Tyrone Power, Susan Hayward, Richard Egan—Colorful entry has names and angles—111m—see March 9 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (507)
VIOLENT SATURDAY—MD—Victor Mature, Richard Egan, Virginia Leith—Gangster entry has names and punch—90m.—see April 20 issue—Leg.: B—(Color by DeLuxe)—(CinemaScope). (510)
WHITE FEATHER — OMD — Robert Wagner, John Lund, Debra Paget—Well-made Indian yarn—102m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope). (503)
WOMAN'S WORLD — CD — Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl, Cornel Wilde—Headed far the better money—94m.—see Oct 6 issue—(Print by Technicolor)—(CinemaScope). (421)

TO BE REVIEWED OR IN PRODUCTION

GIRL IN THE RED VELVET SWING, THE — Ray Milland, Joan Collins, Farley Granger — (Color) — (CinemaScope).
GOOD MORNING, MISS DOVE—Jennifer Jones, Robert Stack—(Color)—(CinemaScope).
HOW TO BE VERY, VERY POPULAR — Betty Grable, Robert Cummings, Sheree North—(Color)—(CinemaScope). (518)
KING AND I, THE—Deborah Kerr, Yul Brynner, Dorathy Dandridge—(CinemaScope).
LEFT HAND OF GOD, THE—Humphrey Bogart, Gene Tierney, Lee J. Cobb—(Color)—(CinemaScope). (520)
LIVING SWAMP, THE—Nature in the Okefenokee Swamp—(Color)—(CinemaScope). (512)
LOVE IS A MANY SPLENDORED THING—William Holden, Jennifer Jones, Gloria Grahame—(Color)—(CinemaScope).
SEVEN CITIES OF GOLD—Richard Egan, Anthony Quinn, Rita Moreno — 105m.—(Color)—(CinemaScope)—Made in Mexico).
TALL MEN, THE — Clark Gable, Jane Russell, Robert Ryan—(Color)—(CinemaScope)—(Made in Mexico).
VIEW FROM POMPEY'S HEAD, THE—Richard Egan, Dono Wynter, Cameron Mitchell.
VIRGIN QUEEN, THE—Bette Davis, Richard Todd, Herbert Marshall—(Color by DeLuxe)—(CinemaScope). (519)

United Artists

BAREFOOT CONTESSA, THE—D—Humphrey Bogart, Ava Gardner, Edmond O'Brien—High rating—128m.—see Oct. 6 issue—Leg.: B—(Technicolor)—(Made in Italy)—(Figaro)—(1.75:1).
BATTLE TAXI—MD—Sterling Hayden, Arthur Franz, Marshall Thampson—Okeh programmer—82m.—see Jan. 12 issue—(Tors-Arthur)—(1.75-1).
BEACHCOMBER, THE—CD—Glynis Johns, Robert Newton, Donald Sinden—Amusing import for art and specialty spots—82m.—see Jan. 26 issue—(Technicolor)—(English-made)—(Rank)—(1.66 ta 1).
BIG HOUSE U. S. A.—MD—Broderick Crawford, Ralph Meeker, Randy Farr—Okeh programmer—82m.—see March 23 issue—Leg.: B—(Schenck).
BLACK TUESDAY—MD—Edward G. Robinson, Peter Graves, Jean Parker—Okeh programmer—80m.—see Dec. 29 issue—Leg.: B—(Goldstein)—(1.85-1).
BULLET FOR JOEY, A—MD—Edward G. Robinson, George Raft, Audrey Tatter—Okeh programmer—85m.—see April 9 issue—(Bischoff-Diamond)—(1.85-1).
CANYON CROSSROADS—MD—Richard Basehart, Phyllis Kirk, Stephen Elliot—Okeh programmer—83m.—see March 23 issue—(Joyce-Werker)—(1.75-1).
CROSSED SWORDS—COSMD—Errol Flynn, Gina Lollobrigida, Cesar Danova—Flynn draw will have to make the difference—83m.—see Aug. 11 issue—(Pathe colar)—(Made in Italy)—(Dubbed in English)—(Mahon-Vassarotti)—(1.75-1).
DIAMOND WIZARD, THE—MD—Dennis O'Keefe, Margaret Sheridan, Philip Friend—Routine programmer will fit into the dualiers—83m.—see July 28 issue—(English-made)—(Pallos)—(1.66-1).
DOWN THREE DARK STREETS—MD—Okeh programmer—84m.—Broderick Crawford, Ruth Roman, Martha Hyer—see Sept. 8 issue—(Gardner-Levey).
GOLDEN MISTRESS, THE—MD—John Agar, Rosemarie Bowe, Abner Biberman—Okeh pragrammer for the lower half—82m.—see Nav. 4 issue—Leg.: B—(Print by Technicolor—(Made in Haiti)—(Kay-Rybnick)—(1.66-1).
GOOD DIE YOUNG, THE—D—Laurence Harvey, Gloria Grahame, Richard Basehart—Interesting drama—100m.—see Jan. 26 issue—(English-made)—(Remus).
JESSE JAMES' WOMEN—W—Don Barry, Peggy Castle, Lita Baron, Jack Beutel—For the lower half—83m.—see Sept. 22 issue—Leg.: B—(Print by Technicolar)—(Panorama)—(1.75:1).
KHYBER PATROL—MD—Richard Egan, Dawn Addams Raymand Burr—Okeh far the lawer half—77m—see Aug. 25 issue—(Color)—(World)—(1.75-1).
KISS ME DEADLY—MYMD—Ralph Meeker, Maxine Cooper, Paul Stewart—Mickey Spillane entry has angles—105m.—see May 4 issue—Leg.: B—(Parklane).
LAWLESS RIDER, THE—W—Johnny Carpenter, Rose Bascom, Frankie Darro—Week western for the lower half—62m.—see Nov. 3 issue—(Royal West)—(1.85-1).
MALTA STORY—HISMD—Alec Guiness, Jack Hawkins Muriel Pavlow—High rating far the art and specialty houses—98mh.—see July 28 issue—(English-made)—(Rank)—(1.66-1).
MARTY—D—Ernest Borgnine, Betsy Blair, Esther Minciotti High rating heartwarming drama—89m.—See April 6 issue—(Hecht-Lancaster)
NOT AS A STRANGER—D—Olivia de Haviland, Robert Mitchum, Frank Sinatra, Gloria Grahame—Highly touted filmization of popular best-seller should wind up in the better maney—135m.—see June 29 issue—Leg.: B—(Kramer).
OPERATION MANHUNT—MD—Harry Townes, Irja Jensen, Jacques Aubuchon—Satisfactory pragrammer far the lawer half—77m—see Nov 3 issue—(Filmed in Canada)—(MPTV)—(1.66-1).
OTHELLO—D—Orson Welles, Susanne Cloutier, Michael MacLiammoire—Shakespeare work for the art and speciality houses—92m.—see June 15 issue—(Made in Italy)—(Welles).
PURPLE PLAIN, THE—MD—Gregory Peck, Win Min Than, Bernard Lee—Well made interesting entry—100m.—see April 6 issue—(Filmed in Burma)—(Technicolor)—(Bryan).
ROBBER'S ROOST—W—George Montgomery, Richard Boone, Sylvia Findlay—Okeh western—82m.—see May 18 issue—Leg.: B—(Eastman Color)—(Goldstein-Jacks).
ROMEO AND JULIET—D—Laurence Harvey, Susan Shentall, Flora Robson—High rating classical drama—140m.—see Dec. 29 issue—(Technicolor)—(1.66-1)—(Filmed in England and Italy)—(Rank).
SABAKA—MD—Boris Karloff, Nino Marcel, Victor Jory, June Foray—Far the lower half or art spats—74m.—see Feb. 9 issue—(Technicolor)—(Made in India)—(Ferrin)—(1.75-1).
SEA SHALL NOT HAVE THEM, THE—MD—Michael Redgrave, Dirk Bogarde, Nigel Patrick—Fair entry for the art and specialty spots—91m.—(English-made)—(1-66-1)—(Angel).
SHIELD FOR MURDER—MD—Okeh programmer—Edmond O'Brien, Maria English, John Agar—80m.—see Sept. 8 issue—Leg.: B—(Schenck-Koch)—(1.75-1)
SITTING BULL—OMD—Dale Robertsan, Mary Murphy, J. Carrol Naish—Well-made, interesting entry should appeal to action spots—105m.—see Sept. 22 issue—(Eastman color)—(CinemaScope)—(Frank)
SNOW CREATURE—MD—Paul Langton, Leslie Denison, Teru Shimada—For the lower half—70m.—see Nov. 17 issue—(Wilder)—(1.85-1).
STEEL CAGE, THE—COMP—Paul Kelly, Maureen O'Sullivan, Walter Slezak—For the lawer half—80m.—see Nov. 3 issue—(Phoenix).
STRANGER ON HORSEBACK—OMD—Joel McCrea, Miroslava, Kevin McCarthy—Good program enrty—66m.—see March 9 issue—(1.85-1)—(Ansco Color)—(Goldstein).
SUDDENLY — MD — Well-made, interesting meiler — Frank Sinatra, Sterling Hayden, Nancy Gates—77 m.—see Seot. 8 issue—(Bassler)—(1.75-1)
SUMMERTIME—ROMD—Katherine Hepburn, Rossano Brazzi, Isa Miranda—Stage play filmization has angles—99m. — see June 15 issue — Leg.: B — (Eastman Color)—(Print by Technicolar)—(Made in Italy)—(Lopert).
TIGER AND THE FLAME, THE—MD—Mehtab, Sohrab Modi, Mubarak—Interesting meiler for the art spots—97m.—see May 18 issue—(Technicolor)—(Indian-made)—(Modi).
TOP OF THE WORLD—MD—Frank Lovejoy, Evelyn Keyes, Dale Robertson—Fair programmer—90m.—see May 4 issue—Leg.: B—(Baird-Foster).
TWIST OF FATE—MD—Ginger Rogers, Rerbert Lom, Stanley Baker—Interesting melodrama has star draw to help—89m.—see Nov. 3 issue—Leg.: B—(Made in France)—(Setton)—(1.85-1).
VERA CRUZ—OMD—Gary Cooper, Burt Lancaster, Denise Darcel—Action packed meiler has much to offer—94m.—see Jan. 12 issue (SuperScope)—(Technicolor)—(Made in Mexico)—Leg.: B—(Hecht-Lancaster).
VICTORY AT SEA—DOC—Well-made documentary—97m—see June 2 issue—(Salamon).
WHITE ORCHID, THE—MD—William Lundigan, Peggie Castle, Armando Silvestre—Okeh for the duallers—81m.—see Dec. 15 issue—(Calor)—(LeBarg)—1.85-1).
YOU KNOW WHAT SAILORS ARE—C—Akim Tamiroff, Donald Sinden, Sarah Lawson—Zany import far the lawer half—89m.—see Nov. 17 issue—(Technicolor)—(English-made)—(Rank)—(1.66-1).

TO BE REVIEWED OR IN PRODUCTION

ALEXANDER THE GREAT—Richard Burton Fredric March, Claire Bloom, Danielle Darrieux — (Technicolor) — (CinemaScope)—(Made in Spain)—(Rossen).
BEAST OF HOLLOW MOUNTAIN—Guy Madison, Patricia Medina, Carlos Rivas—(Eastman Color)—(CinemaScope)—(Made in Mexico)—(Nassour).
BIG BLUFF, THE—John Bromfield, Martha Vickers, Robert Hutton—(Wilder).
BIG KNIFE, THE—Jack Palance, Ida Lupino, Shelley Winters—(Aldrich).
BREAK TO FREEDOM—Anthony Steel, Jack Warner, Robert Beatty—88m.—(English-made)—(Angel)—(1.66-1).
DESERT SANDS—Ralph Meeker, Maria English, J. Carol Naish—(Technicolor)—(Superscope)—(Bel-Air).
FOREIGN INTRIGUE—Robert Mitchum, Genevieve Page—(Eastman Color)—(Made in France)—(Reynolds).
FORT YUMA—Peter Graves, Joan Vohs, John Hudson, Joan Taylor—(Technicolor)—(Bel-Air).
GENTLEMEN MARRY BRUNETTES—Jane Russell, Jeanne Crain, Alan Young—(Made in France)—(Technicolor)—(CinemaScope)—(Bassler-Sale)
INDIAN FIGHTER, THE—Kirk Douglas, Walter Matthou, Elsa Martinelli—(Color)—(CinemaScope)—(Byrna).
KENTUCKIAN, THE—Burt Lancaster, Diana Lynn—(Technicolor)—(CinemaScope)—(Hecht-Lancaster).

KISS BEFORE DYING, A—Robert Wagner, Jeffrey Hunter, Virginia Leith — (Eastman Color) — (CinemaScope) — (Crown).
LAST MAN IN WAGON MOUND, THE—Clark Gable (Russ-Field).
LET'S MAKE UP—Errol Flynn, Anna Neggle, David Farrar —(Eastman Color)—(Wilcox).
MAN WHO LOVED REDHEADS, THE—Moira Shearer, John Justin, Roland Culver—Leg.: B—(Technicolor)—(Lopert.)
MOBSTERS, THE—Anthony Quinn, Farley Granger, Anne Bancroft—(Small).
NEWS IS MADE AT NIGHT—Dana Andrews, Rhonda Fleming, Ida Lupino, George Sanders—(Friedlob).
NIGHT OF THE HUNTER, THE—Robert Mitchum, Shelley Winters, George Sanders—Leg.: B—(Gregory)—(1.85-1).
RICHARD III—Laurence Olivier, John Gielgud, Ralph Richardson, Claire Bloom — (Technicolor) — (Vista-Vision)—(Made in England)—(Lopert).
SHADOW OF THE EAGLE—Richard Greene, Valentino Cortese, Greta Gynt—(English-made)—(Valiant).
STAR OF INDIA—Cornel Wilde, Jean Wallace—(Technicolor)—(Strong)
STORM FEAR—Cornel Wilde, Dan Duryea, Jean Wallace—(Theodora).
THREE BAD SISTERS—Marla English, Kathleen Hughes, Sara Shane—(Bel Air).
TOP GUN — Sterling Hayden, Karin Booth, William Bishop—(Small).
TOWN TAMER, THE—Robert Mitchum, Jan Sterling —(Goldwyn, Jr.)
TRAPEZE—Burt Lancaster, Gina Lollobrigida, Tony Curtis —(Made in France)—(Hecht-Lancaster).
TROUBLE SHOOTER, THE—Robert Mitchum, Jan Sterling—(Goldwyn, Jr.).

Universal-International

(1953-54 releases from 401;
1954-55 releases from 501)

ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS—C —Bud Abbott, Lou Castello, Lynn Bari—**Satisfactory Abbott and Costello entry—79m.—see Jan. 26 issue.** (513)
ABBOTT AND COSTELLO MEET THE MUMMY—F—Bud Abbott, Lou Costello, Marie Windsor—**For the juveniles and A and C fans—79m.—see May 4 issue.** (526)
AIN'T MISBEHAVIN'—CMU—Rory Calhoun, Piper Laurie, Jack Carson—**Fair programmer—81½m.—see June 1 issue—Leg.: B—(Technicolor).** (529)
BENGAL BRIGADE—Rock Hudson, Arlene Dahl, Ursula Theiss—**Okeh programmer—87m.—see Nov. 3 issue—(Technicolor).** (501)
BLACK SHIELD OF FALWORTH, THE—MD—Tony Curtis, Janet Leigh, David Farrar—**Well-made action packed entry—99m.—see Aug. 11 issue—(Technicolor). (CinemaScope)—(429)—(regular 432)**
CAPTAIN LIGHTFOOT—MD—Rock Hudson, Barbara Rush, Jeff Morrow—**Interesting costume meller—91½m.—see Feb. 23 issue—(Print by Technicolor)—(CinemaScope)—(Made in Ireland)** (514)
CHIEF CRAZY HORSE—OMD—Victor Mature, Susan Ball, John Lund—**Satisfactory Indian vs. cavalry action entry—86m.—see Feb. 23 issue—(Print by Technicolor) —(CinemaScope)** (517)
CULT OF THE COBRA—MD—Faith Domergue, Richard Long, Marshall Thompson—**Satisfactory horror show for the program—82m.—see March 23 issue—(523).**
DAWN AT SOCORRO—MD—Rory Calhoun, Piper Laurie, David Brian—**Satisfactory outdoor meledrama—80½m.—see July 28 issue—(Technicolor)—(2-1)** (430)
DESTRY—OMD—Audie Murphy, Mari Blanchard, Lyle Bettger—**Remake has the angles for exploitation—95m.—see Dec. 15 issue—(Technicolor)—Leg.: B** (508)
FAR COUNTRY, THE—MD—James Stewart, Ruth Roman, Corinne Calvet—**Good outdoor action entry has angles—97m.—see Jan. 26 issue—(Technicolor).** (511)
FEMALE ON THE BEACH—D—Joan Crawford, Jeff Chandler, Jan Sterling—**Good suspense drama—97m.—see July 27 issue—Leg.: B.**
FOUR GUNS TO THE BORDER—OD—Rory Calhoun, Colleen Miller, George Nader—**Okeh programmer—82½m.—see Sept. 22 issue—Leg.: B—(Technicolor).** (502)
FOXFIRE—D—Jane Russell, Jeff Chandler, Dan Duryea—**Interesting drama—91½m.—see June 15 issue—Leg.: B—(Technicolor).** (528)
FRANCIS IN THE NAVY—F—Donald O'Connor, Martha Hyer, Jim Backus—**Average series entry—80m.—see July 13 issue.**
HIGH AND DRY—C—Paul Douglas, Alex Mackenzie, Dorothy Alison—**Pleasant, well-made comedy for the art spots—93m.—see Sept. 22 issue—(English-made)—(Rank).** (486)
LAND OF FURY—MD—Jack Hawkins, Glynis Johns, Noel Purcell—**Okeh programmer or art house entry—82m. —see March 9 issue (Print by Technicolor)—(Filmed in New Zealand)—(Rank)** (509)
LOOTERS, THE—MD—Roray Calhoun, Julie Adams, Ray Danton—**Good programmer—87m.—see April 20 issue.** (524)
MA AND PA KETTLE AT WAIKIKI—C—Marjorie Main, Percy Kilbride, Lori Nelson—**Okeh series entry—79m.—see March 9 issue.** (519)
MAN FROM BITTER RIDGE, THE—W—Lex Barker, Mara Corday, Stephen McNally—**Okeh western—80m.—see April 20 issue—(Eastman color).** (525)
MAN WITHOUT A STAR—OMD—Kirk Douglas, Jeanne Crain, Claire Trevor—**Off-beat outdoor action entry has the angles—89m.—see March 9 issue—(Technicolor).** (520)
NAKED ALIBI—MD—Sterling Hayden, Gloria Grahame, Gene Barry—**Interesting action meller—86m.—see Aug. 25 issue—Leg.: B—(1.75-1).** (431)
ONE DESIRE—D—Anne Baxter, Rock Hudson, Julie Adams —**Drama will have most appeal for women—94m.—see July 13 issue—(Technicolor).** (532)
PRIVATE WAR OF MAJOR BENSON, THE—CD—Charlton Heston, Julie Adams, William Demerest—**High rating comedy drama has wide family appeal—105m.—see July 13 issue—(Technicolor).** (533)
PURPLE MASK, THE—MD—Tony Curtis, Coleen Miller, Gene Barry — **Satisfactory programmer — 82m. — see June 15 issue—(Technicolor)—(CinemaScope).** (530)
REVENGE OF THE CREATURE—MD—John Agar, Lori Nelson, John Bromfield—**Meller has angles, especioll in 3-D—82m.—see March 23 issue.** (3-D; 521); (2-D; 522).
RICOCHET ROMANCE—C—Marjorie Main, Chill Wills, Pedro Gonzales-Gonzales—**Far the lower half—80m —see Nov. 3 issue—(1.85-1).** (504)
SHRIKE, THE—D—Jose Ferrer, June Allyson, Kendall Clark —**Psychological drama has angles—88m.—see May 18 issue.**
SIGN OF THE PAGAN—MD—Jeff Chandler, Jack Palance, Ludmilla Tcherina—**Well-made adventure story should ride into the better money—92m.—see Nov. 17 issue—(Technicolor).** (CinemaScope—505)—(regular—506)
SIX BRIDGES TO CROSS—MD—Tony Curtis, Julie Adams, George Nader—**Okeh action meller—96m.—see Jan. 26 issue—Leg.: B.** (512)
SMOKE SIGNAL—MD—Dana Andrews, Piper Laurie, Rex Reason—**Okeh program meller—88m.—see Feb. 9 issue—(Technicolor).** (516)
SO THIS IS PARIS—MUC—Tony Curtis, Gloria De Haven, Gene Nelson, Corinne Calvert—**Entertalning musical has names to help—96m.—see Nov. 17 issue—Leg.: B—(Technicolor).** (507)
THIS ISLAND EARTH—SFD—Jeff Morrow, Faith Domergue, Rex Reason—**Good programmer—87m.—see April 6 issue—(Technicolor).** (527)
WEST OF ZANZIBAR—MD—Anthony Steel, Sheila Sim, Edric Connor—**Import is okeh programmer—84m.—see Dec. 15 issue—(English made in Africa)—(Technicolor).** (503)
YELLOW MOUNTAIN, THE—MD—Lex Barker, Mala Powers, Howard Duff—**Average programmer for the duallers—78m.—see Dec. 1 issue—(Technicalor)—(2-1).** (510)

TO BE REVIEWED OR IN PRODUCTION

ALL THAT HEAVEN ALLOWS—Jane Wyman, Rock Hudson, Collen Miller—(Technicolor).
AWAY ALL BOATS—Jeff Chandler, George Nader, Julie Adams—(Technicolor)—(VistaVision)—(Made in Virgin Islands).
BACKLASH—Richard Widmark, Donna Reed—(Technicolor).
BENNY GOODMAN STORY, THE—Steve Allen, Gene Krupa, Donna Reed—(Tecnicolor).
DECISION AT DURANGO—Rory Calhoun, Martha Hyer, Dean Jagger.
GIRL IN THE CAGE, THE—William Campbell, Kathleen Case, Keenan Wynn.
KETTLES IN THE OZARKS, THE—Marjorie Main, Arthur Hunnicutt, Una Merkel.
KISS OF FIRE—Jack Palace, Barbara Rush, Rex Reason—(Technicolor).
LADY GODIVA—Maureen O'Hara, George Nader, Victor McLaglen—(Technicolor)
NAKED DAWN, THE—Arthur Kennedy, Betta St. John—(Technicolor).
NEVER SAY GOODBYE—Rock Hudson, Cornell Borchers, George Sanders—(Technicolor).
RAWHIDE YEARS, THE—Tony Curtis, Colleen Miller, Arthur Kennedy—(Technicolor).
SECOND GREATEST SEX, THE—Jeanne Crain, George Nader, Bert Lair—(Technicolor)—(CinemaScope).
SPOILERS, THE—Jeff Chandler, Rory Calhoun, Anne Baxter—(Technicolor).
SQUARE JUNGLE, THE—Tony Curtis, Pat Crowley, Ernest Borgnine.
TARANTULA—John Agar, Mara Corday, Leo G. Carroll.
THERE'S ALWAYS TOMORROW—Barbara Stanwyck, Fred MacMurray, Joan Bennett.
TO HELL AND BACK—Audie Murphy, Marshall Thompson, Charles Drake—(Technicolor)—(CinemaScope)
WORLD IN MY CORNER—Audie Murphy, Barbara Rush, Jeff Morrow.

Warners

(1953-54 releases from 301;
1954-55 releases from 401)

BATTLE CRY—MD—Van Heflin, Aldo Ray, Mona Freeman **High rating Marine yarn—149m.—see Feb. 9 issue—** WarnerColor)—(CinemaScope). (411)
BIG SLEEP, THE—MYMD—Hupmphrey Bagart, Lauren Bacall, Martha Vickers—**Reissues has names—114m.—** see Dec. 1 issue. (407)
BOUNTY HUNTER, THE—OMD—Randolph Scott, Dolores Dorn, Marie Windsor—**Good outdoor action entry—79m.—see** Sept. 8 issue—(WarnerColor)—(1.85-1). (402)
DAM BUSTERS, THE—MD—Richard Todd, Michael Redgrave, Ursula Jeans—**Highly interesting war entry—** 102m.—see June 29 issue—(English-made). (420)
DRAGNET—MD—Jack Webb, Ben Alexander, Ann Robinson—**Rating police yarn—89m.—see** Sept. 8 issue—(WarnerColor)—(1.85-1).
DRUM BEAT—MD—Alan Ladd, Audrey Dalton, Marisa Pavan—**Ladd draw will make the difference—111m. —see** Nov. 17 issue—(WarnerColor)—(CinemaScope). (404)
DUEL IN THE JUNGLE—MD—Dana Andrews, Jeanne Crain, David Farrar—**Names should help okeh programmer —102m.—see** Aug. 11 Issue—(Technicolor)—(Made in Africa and England)—(1.85-1). (332)
EAST OF EDEN—D—Julie Harris, James Dean, Raymond Massey—**High rating drama—115m.—see Feb. 23** issue—(WarnerColor)—(Print by Technicolor)—(CinemaScope. (414)
JUMP INTO HELL—ACD—Jack Sernas, Kurt Kasznar, Arnold Moss—**Rugged war entry should do okeh in action spots as programmer—93m.—see April 6** issue. (410)
LAND OF THE PHARAOHS—HISD—Jack Hawkins, Joan Collins, Dewey Martin, Luisa Boni—**Highly interesting entry — 105m. — see June 29 issue — Leg.: B—** (WarnerColor) — (Print by Technicolor) — (CinemaScope)—(English-made)—(Filmed in Egypt and Italy). (419)
MISTER ROBERTS—C—Henry Fonda, James Cagney, Jack Lemmon—**High rating—123m.—see June 1 issue—Leg.: B—(WarnerColor)—(CinemaScope).** (418)
NEW YORK CONFIDENTIAL—MD—Broderick Crawford, Richard Conte, Marilyn Maxwell—**Okeh program entry—87m.—see Feb. 23 issue—Leg.: B.** (413)
SARATOGA TRUNK—CD—Gary Cooper, Ingrid Bergman, John Warburton—**Names should help reissue—135m —see Dec. 1 issue.** (406)
SEA CHASE, THE—MD—John Wayne, Lana Turner, Tab Hunter—**Interesting meller has names and entertainment angles—118m.—see May 18 issue—Leg.: B—** (WarnerColor)—(CinemaScope). (416)
SILVER CHALICE, THE—MD—Virginia Mayo, Pier Angeli, Jack Palance—**Highly interesting entry—137m.—see Dec. 29 issue—(WarnerColor)—(CinemaScope).** (408)
STAR IS BORN, A—DMU—Judy Garland, James Mason Jack Carson—**High rating—154m.—see Oct. 6 issue— Leg.: B—(Technicolor)—(CinemaScope).** (403)
STRANGE LADY IN TOWN—MD—Greer Garson, Dana Andrews, Cameron Mitchell—**Entertaining entry needs sales push—112m.—see Apr. 20 issue—(WarnerColor) —(CinemaScope).** (415)
TALL MAN RIDING—W—Randolph Scott, Dorothy Malone, Peggie Castle—**Okey western—83m.—see May 18 issue—(WarnerColor).** (417)
TRACK OF THE CAT—D—Robert Mitchum, Teresa Wright, Diana Lynn—**Unusual dramatic fare should benefit from the star draw—102m.—see Nov. 17 issue—Leg.: B—(WarnerColor)—(CinemaScope).** (405)
UNCHAINED—MD—Elroy Hirsch, Barbara Hale, Chester Morris—**Well made programmer—75m.—see Feb. 9 issue.** (412)
YOUNG AT HEART—ROMD—Doris Day, Frank Sinatra, Gig Young—**Entertaining entry headed for better returns—117m.—see Dec. 29 issue—(Technicolor)—** (1.85-1). (409)

TO BE REVIEWED OR IN PRODUCTION

ANIMAL WORLD, THE—Irwin Allen Nature documentary—(Technicolor).
BLOOD ALLEY—John Wayne, Lauren Bacall—(Warner-Color)—(CinemaScope)—Leg.: B.
DARKEST HOUR, THE—Alan Ladd, Joanne Dru, Edward G. Robinson—(WarnerColor)—(CinemaScope).
GIANT—Elizabeth Taylor, Rock Hudson, James Dean, Mercedes McCambridge — (WarnerColor) — (CinemaScope).
COURT MARTIAL OF BILLY MITCHELL, THE — Gary Cooper, Ralph Bellamy—(Technicolor)—(CinemaScope).
HELEN OF TROY—Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke — (WarnerColor) — (CinemaScape) — (Made in Italy).
HANDFUL OF CLOUDS, A—Shelley Winters, Jack Palance—(WarnerColor)—(CinemaScope).
I DIED A THOUSAND TIMES—Perry Lopez, Walter Abel, Beverly Garland.
McCONNELL STORY, THE—Alan Ladd, June Allyson (WarnerColor)—(CinemaScope).
MIRACLE IN THE RAIN—Van Johnson, Jane Wyman.
MOBY DICK—Gregory Peck, Leo Genn, Richard Basehart —(Technicolor)—(CinemaScope)—(Made in Wales).
PETE KELLY'S BLUES—Jack Webb, Peggy Lee, Edmond O'Brien—(Print by Technicolor)—(CinemaScope).
REBEL WITHOUT A CAUSE—James Dean, Natalie Wood —(WarnerColor)—(CinemaScope).
RIVER CHANGES, THE—Rosanna Rory, Harold Marish—(Made in Germany).
SEARCHERS, THE—John Wayne, Jeffrey Hunter, Vera Miles—(Color)—(VivtaVision).
SINCERELY YOURS—Liberace, Joanne Dru, Dorothy Malone—(WarnerColor).
TARGET ZERO—Richard Conte, Peggie Castle.

Miscellaneous

(Distributors addresses will be furnished on request)

BLONDE PICK-UP, THE—Peaches Page, Clare Mortensen, Rita Martinez, Timothy Farrell—Exploitation film for the duallers—57m.—see April 6 issue—(Globe Roadshows).
BURLESQUE FOLLIES — BUR — Aleene, Lotus Wing, Pat Dorsey—Satisfactory for burlesque spots—57m.—see June 29 issue—(Exclusive).
CINERAMA HOLIDAY—NOV—Betty and John Marsh; Beatrice and Fred Troller—**Highly attractive second Cinerama novelty—119m.—see Feb. 23 issue (Technicolor)—(Cinerama)—(Stanley-Warner Cinerama).**
DAY OF TRIUMPH—RD—Lee J. Cobb, Joanne Dru, James Griffith—**Well made religious drama with special or limited appeal—110m.—see Dec. 29 issue—(Eastman Color)—(Schaefer).**
DEATH TIDE—MD—Ken Buckridge, Jean Alexander, Frank Silvera—**For the lower half—69m.—see March 23 issue—(Beverly).**
DESPERATE WOMEN, THE—MD—Anne Appleton, Douglas Howard, Paul Hahn—**Abortion racket film can be exploited—67m.—see Dec. 29 issue—(Newman).**
FAST AND THE FURIOUS, THE—MD—John Ireland Dorothy Malone, Bruce Carlisle—**For action spots and duallers—72m.—see Dec. 1 issue—(American Releasing Corp.).**
FIVE GUNS WEST—W—John Lund, Dorothy Molone, Touch Connors—**Better than average western—78m.—see May 4 issue—(PatheColor)—(American Releasing Corp.).**
GANGBUSTERS — MD — Myron Healey, Don C. Harvey, Frank Richards—**Okeh for the programmers—78m.— see Jan. 26 issue—Leg.: "B"—(Visual Drama).**
JAIL BAIT—MD—Lyle Talbot, Dolores Fuller, Steve Reeves **For the lower half—70m.—see Jan. 12 issue—** (Howco).
JAMBOREE—DOC—Boy Scouts and film stars—**Value is limited by Boy Scout tieup possibilities—54m.—see Nov. 3 issue—(Color)—(Exploitation Productions, Inc.).**
MAMBO BURLESK—BUR—Rita Ravell, Misty Ayers, Mitzi Doerre—**Satisfactory for burlesque spots—52m.—see June 1 issue—(Mishkin).**
MURDER IN VILLA CAPRI—MD—John Heath, Neil Hamilton, Esther Minciotti—**Mediocore lower half filler —68m.—see June 15 issue—(Screen Guild).**
MYSTERY LAKE—NAD—George Fenneman, Gloria McGough, Bogue Bell—**Good nature study film for supporting fare—60m.—see Nov. 3 issue—(Ansco Color)—(Lansburgh).**

NAKED AMAZON—DOC—Interesting documentary—70m. —see June 29 issue—Leg.: B—(Times).

NAUGHTY NEW ORLEANS—MUC—Julianne, Allouette, Montmarte Kitty—Satisfactary entry far spats that can play it—63m.—see May 18 issue—(Eastman color)—(Union).

OPEN SECRET—MD—John Ireland, Jane Randolph—For the lawer half—67m.—see June 15 issue—(Marathon).

OUTLAW TREASURE—W—John Forbes, Fronk Carpenter, Adele Jurgens—Mediacre western—67m.—see July 27 issue—(American Releasing).

STRIPS AROUND THE WORLD—BUR—Dick Kimball, Wally Bloir, Arlene Hunter—Satisfactory for burlesque spots —55m.—see July 27 issue—(Mishkin).

TEASERAMA—BUR.—Tempest Storm, Trudy Wayne, Betty Page—Okeh explaitatian burlesque entry—69m.—see Jan. 26 issue—(Eastman color)—(Beautiful).

THIS IS YOUR ARMY—DOC—Produced by Movietonews ond U. S. Army—Interesting decoumentary an U. S. army—55m.—see Dec. 29 issue—(Technicalar)—(released by various distributors in exchange areas as a public service).

WEDDING NIGHT FROLICS—BUR—Lili St. Cyr—Fair burlesque entry—66m.—Partly in color—(Union).

English Films

APPOINTMENT IN LONDON—MD—Dirk Bogarde, Ian Hunter, Dinah Sheridan—Fair entry of British Air Force — 96m. — see June 29 issue—(English-made)—(Associated Artists).

BELLES OF ST. TRINIAN'S, THE—C—Alstair Sim, Joyce Greenfell, George Cole—Okeh import far art and specialty spats—90m.—see Feb. 9 issue—Leg.: "B"—(English-made)—(Associated Artists).

CHANCE MEETING—D—Odile Versois, David Knight. Joseph Tomelty—Interesting programmer for English spats—94m.—see May 18 issue—(English-made)—(Pacemaker).

DANCING WITH CRIME — MD — Richard Attenborough, Barry K. Barnes, Sheila Sim—Mediocre British thriller —83m.—see Oct. 20 issue—(English-made)—(Screencraft).

DEVIL GIRL FROM MARS—SFD—Hugh McDermatt, Hazel Court, Peter Reynolds—Science-fictian impart for the lawer half—77m.—April 6 issue—(English-made)—(Spartan).

EDGE OF DIVORCE—D—Valerie Hobson, Philip Friend, Norman Wooland—Dreary damestic drama far the art hauses—83m.—see July 28 issue—(English-made) —(Kingsley International).

EIGHT O'CLOCK WALK—MD—Richard Attenborough, Cathy O'Donnell, Ian Hunter—Far the art and specialty houses—87m.—see June 15 issue—(English-made)—(Associated Artists).

FOR BETTER, FOR WORSE—C—Dirk Bagarde, Susan Stephen, Cecil Parker—Lightweight entry for art spots —75m.—see Jan. 26 issue—(English-made)—(Eastman color)—(Stratford).

FRIONT PAGE STORY—MD—Jack Hawkins, Elizabeth Allen, Eva Bartok—Fair meller far the art spots—95m.—see May 18 issue (English made)—(Associated Artists).

FUSS OVER FEATHERS—CD—John Gregson, Muriel Pavlow, Kieron Maore—Cute impart far art spats—84m. —see Jan. 26 issue—(English-made)—(Associated Artists).

GREEN SCARF, THE — MYD — Michael Redgrave, Kleron Moore, Leo Genn—Interesting entry for art and specialty spots—96m.—see Jan. 26 issue—(English-made)—(Associated Artists).

HEART OF THE MATTER, THE—D—Trevor Howard, Elizabeth Allen, Maria Schell—For the art and class spats —100m.—see Dec. 1 issue—(Made in Africa and (England)—(Associated Artists).

INSPECTOR CALLS, AN—D—Alastair Sim, Olga Linda, Arthur Yeung,—Okeh entry for the art and class spats—80m.—see Dec. 29 issue—(English-made)—(Associated Artists).

INTRUDER, THE—MD—Jack Hawkins, Hugh Williams, Michael Medwin—Mildly interesting Impart—84m.—see Feb. 23 issue—(English-made)—(Assaclated Artists).

JOHN WESLEY—BID—Leanard Sachs, Gerald Lahan, Neil Hayes—Fair biagraphy for the religious and art spots—77m.—see Apr. 21 issue—(Eastman Calor)—(English-made)—(Methodist Church-Rank).

LOVERS, HAPPY LOVERS—C—Gerard Philipe, Valerie Hobson, Jaan Greenwoad—Spicy theme and names shauld help this at the art hause boxoffice—105m.—see Oct. 20 issue—Leg.: C—(English-made)—(AFE).

MIDNIGHT EPISODE—MYC—Stanley Holloway, Leslie Dwyer, Meredith Edwards—Entertaining entry for the art spats—78m.—see June 1 issue—(English-made)—(Fine Arts).

OPERATION DIPLOMAT—MD—Guy Rolfe, Lisa Daniely, Patricia Dainton—Below average English import—64m.—see Nav. 3 issue—(English-made)—(American Feature Attractions).

PROFILE—MYMD—Jahn Bentley, Kathleen Byran, Thea Gregory—Impart for the lower half or art spats—65m.—see Dec. 29 issue—(English-made)—(American Feature Attractions).

RUNAWAY BUS, THE—CMD—Frankie Howard, Margaret Rutherfard, Petula Clark—Fairly amusing Import for the art houses—78m.—see Nav. 17 issue—(English-made)—(Kramer-Hyams).

SCOTCH ON THE ROCKS—C—Ronald Squire, Kathleen Ryan, Raymand Huntley—Camedy import for the art and specialty spats—77m.—see July 28 issue—(English-made)—(Kingsley-International).

TO PARIS WITH LOVE—C—Alec Guinness, Odile Versais, Vernon Gray—Guinness draw makes this an art hause natural with passibilities elsewhere—78m.—see May 18 issue—(Technicolor)—(English-made)—(Continental).

THREE CASES OF MURDER—MD—Emrys Jones, John Gregson, Colette Wilde—Off beat three part melodrama far art spots—99m.—see May 18 issue—(English made)—(Associated Artists).

Foreign-Made

Distributors addresses will be furnished on request.

ANNA CROSS, THE—D—Okeh Saviet entry far the art spats—84m.—see Nav. 17 issue—(Sovcolor)—(Russian-made)—(English titles)—(Artkina).

ASCENT TO HEAVEN—CD—Okeh impart far the art hauses—75m.—see July 28 issue—(Mexican-made)—(English titles)—(Class-Mohme).

COMPANIONS OF THE NIGHT—D—Adequate entry far the art hauses—94m.—see Dec. 29 issue—(French-made)—(English titles)—(Arlan).

CRIMSON FLOWER, THE—CAR—Satisfactary for the art and Russian spats—44m.—see July 28 issue—(Russian-made)—(English dialogue)—(Savcalor)—(Artkina).

DESPERATE DECISION—D—Fair impart far the art houses —84m.—see Dec. 1 issue—(Made in France and Ireland)—(English dialogue)—(Times).

FOUR WAYS OUT—MD—Gina Lallobrigida—Far the art houses—77m.—see Nov. 17 issue—(Italian-made)—(Dubbed in English)—(Carroll).

GAME OF LOVE, THE—D—Edwige Feuilleire, Pierre Michel-Beck, Nicale Berger—One af the better Imports —108m.—see Feb. 9 issue—(French-made)—(English titles)—Leg.: "C"—(Times).

GATE OF HELL—D—Machika Kyo, Kazue Hasegawa, Isao Yamagata—Outstanding entry for the art spats—89m.—See April 20 issue—(Japanese made)—(English titles)—(Eastman color)—(Harrison).

GRAN VARIETA—CDMU—Vittorio De Sica, Lea Padovani. Nico Pepe—Okeh impart far art spats—102m.—see June 1 issue—(Italian-made)—(English titles)—(Colar) —(Continental).

GREAT ADVENTURE, THE—OD—Arne Sucksdorff, Anders Norborg, Kjell Sucksdorff—Excellent impart for the art spots—75m.—see June 15 issue—(Swedish-made) —(English narration)—(De Rochemont).

HALF A CENTURY OF SONGS—MU—Silvana Pampanini, —Strictly far Italian audiences—95m.—see Nov. 17 issue—(Ferraniacolor)—(Italian-made)—(English titles) —(Continental).

HAMIDO—MD—Hoda Soultan, Farid Chawky, Tahia Carioca—Impart has selling angles and navelty—122m.—see June 1 issue—(Egyptian-made)—(English title)—(Gould).

HEARTBREAK RIDGE—DOC—Well-made Karean war documentary for art spats—Produced by Rene Risacher; directed by Jacques Dupont—86m.—see May 18 issue —(French made)—(English titles and narration)—(Eastman color)—(Stereophonic sound and Perspectascope)—(Tudor).

HIROSHIMA—DOC—Yoshi Katoh, Eiji, Isuzu Yamada—Quality impart far the art spots—85m.—see June 15 issue — (Japanese-made) — (English titles) — (Continental).

HOLIDAY FOR HENRIETTA—C—Dany Robin, Hildegarde Neff, Michel Auclair—Amusing import—103m.—see Feb. 23 issue — (French-made) — (English titles) — Leg.: B—(Ardee).

ILLICIT INTERLUDE—D—Moderate love story far the art houses—90m.—see Nav. 17 issue—Leg.: C—(Swedish-made)—(English titles)—(Hakim).

IMMORTAL CITY, THE—DOC—Praduced and directed by Jerome Cappi; narration written by Felix Doherty; narrated by Raymond Burr—78m.—see March 9 issue —(Technicolor)—(Italian-Made)—(BuenaVista through various franchise holders).

IMPOSTER, THE—MD—Japanese cast—Okeh Oriental import far the art houses—89m.—see April 6 issue—(Japanese-made)—(English titles)—(Brandan).

KING OF THE CORAL SEA—MD—Chips Rafferty, Charles Tingwell, Ilma Adey—Goad pragrammer—87m.—see July 27 issue—(Filmed in Australia)—(Realart).

MERRY-GO-ROUND—CD—Fair import far art spats and German language houses—100m.—see April 20 issue —(German made)—(English titles)—(Casino).

NAKED HEART, THE—D—Michele Morgan, Kieron Maare, Francaise Rasay—Okeh for the art spots—96m.—see March 9 issue—(Filmed in Canada)—(Associated Artists).

NO WAY BACK—MD—Ivan Desny, Ruth Niehaus, Rene Deltgen—Good impart for the art spots—87m.—see June 15 issue—(German-made)—(English titles)—(Fine Arts).

ONE SUMMER OF HAPPINESS—D—Falk Sundquist, Ulla Jacabsson—Import can be exploited especially by art houses—93m.—see Dec. 29 issue—(Swedish-made) —(English titles)—(Times)—Leg.: C.

PARIS INCIDENT—CD—Fine impart far the art and class spats — 90m. — see July 28 issue — (French-made)—(English titles)—(Davis).

PRINCESS CINDERELLA—FAN—Shauld appeal mast to juvenile audiences—72m.—see April 6 issue—(Italian-made)—(Dubbed in English)—(Carroll).

SIDE STREET STORY—D—Tato—Good Italian impart for the art spots—84m.—see July 28 issue—(Italian-made) —(English titles)—(Burstyn).

SKANDERBEG—HISD—Historical actian drama far Russian spats — 95m. — see July 28 issue — (Russian-made) — (English titles)—(Savcolor)—(Artkino).

TRUE AND THE FALSE, THE—D—Signe Hasso—Satisfactory impart far art spots—79m.—see Jan. 26 issue—(Swedish-made)—(English dialogue)—(Helene Davis).

TRUE FRIENDS—CD—Routine Saviet impart—99m.—see Dec. 29 issue—(Made In U.S.S.R.)—(English titles)—(Savcolar)—(Artkina).

WAGES OF FEAR, THE—MD—Superiar impart far the art spats—106m.—see Feb. 23 issue—(French-made)—(English titles)—(International Affiliates).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1953-54 sharts product will be found on pages 3901, 3902 of The Pink Section, another regular service of MOTION PICTURE EXHIBITOR. The number apposite each series designates the tatal announced by the company.—Ed.)

Columbia

Two Reel COMEDIES

ALL-STAR (6)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7411	(Sept. 30)	The Fire Chaser (Besser)	F	16m.	3873
7412	(Dec. 9)	Kids Will Be Kids	F	16m.	3909
7413	(Jan. 20)	His Pest Friend (Quillan & Vernan)	F	16m.	3925
7414	(Feb. 17)	G.I. Doad It (Besser)	F	16m.	3933
7415	(Apr. 28)	Scratch, Scratch, Scratch (Clyde)	F	16m.	3966
7416	(June 9)	Nobady's Home (Quillan-Vernan)	F	16½m.	3995
		ASSORTED FAVORITE REPRINTS (6)			
7421	(Sept. 16)	His Hatel Sweet (Herbert)	F	17m.	3841
7422	(Oct. 14)	Billie Gets Her Man (Billie Burke)	G	17m.	3856
7423	(Dec. 2)	Cupid Goes Nuts (Vague)	F	16m.	3887
7424	(Feb. 10)	Half-Way Ta Hallywaod (Tam Kennedy)	F	18½m.	3925
7425	(Mar. 3)	A Knight And A Blonde (Hugh Herbert)	F	14m.	3933
7426	(May 5)	Hiss and Yell (Vague)	G	18m.	3981
		COMEDY FAVORITE RE-RELEASES (6)			
7431	(Oct. 21)	Wedding Belle (Schilling and Lane)	F	17m.	3865
7432	(Nav. 18)	Rolling Dawn to Reno (von Zell)	G	16½m.	3865
7433	(Dec. 16)	The Gaad Bad Egg (DeRita)	F	17m.	3887
7434	(Mar. 17)	You're Next (Catlett)	G	18m.	3953
7435	(Apr. 21)	Ready Willing But Unable (Brendel)	F	16m.	3959
7436	(June 16)	Training For Trauble (Schilling & Lane)	F	15½m.	3981
		SERIALS (4)			
7120	(Nav. 11)	Riding With Buffalo Bill	F	15ep.	3880
7140	(Feb. 24)	Black Arraw (reissue)	F	15ep.	3933
7160	(June 9)	Adventures of Captain Africa	F	15ep.	3982
		THE THREE STOOGES (8)			
7401	(Sept. 2)	Knutzy Knights	G	17½m.	3841
7402	(Oct. 7)	Shot In The Frontier	F	16m.	3873
7403	(Nav. 4)	Scatched In Scotland	F	15½m.	3909
7404	(Jan. 6)	Fling In The Ring	F	15½m.	3918
7405	(Feb. 3)	Of Cash and Hash	F	16m.	3933
7406	(Mar. 10)	Gyped In The Penthouse	F	16m.	3953
7407	(Apr. 14)	Bedlam In Paradise	F	16m.	3959
7408	(June 2)	Stane Age Rameas	G	16m.	3995
		CANDID MICROPHONES (Reissues)			
7551	(Sept. 23)	Serles 1, No. 1	E	10m.	3843
7552	(Dec. 2)	Series 1, No. 2	E	10½m.	3894
7553	(Jan. 13)	Series 1, No. 3	G	10½m.	3900
7554	(Mar. 3)	Series 2, Na. 1	E	9m.	3934
7555	(June 2)	Series 2, Na. 2	E	11m.	3995
		COLOR FAVORITES (13) (Technicolor) (Reissues)			
7601	(Sept. 2)	Imagination	E	8m.	3842
7602	(Oct. 7)	Red Riding Hood Rides Again	G	7m.	3857
7603	(Nav. 4)	AHunting We Wan't Ga	G	7½m.	3866
7604	(Nav. 25)	Gifts From the Air	G	7m.	3888
7605	(Dec. 9)	Myste Fox	F	7m.	3888
7606	(Jan. 6)	Polar Playmates	F	7m.	3900
7607	(Feb. 3)	Catnipped	G	7½m.	3919
7608	(Feb. 17)	Unsure Runts	F	7½m.	3933
7609	(Mar. 10)	River Ribber	G	6m.	3947
7610	(Apr. 7)	Treasure Jest	G	6½m.	3955
7611	(Apr. 21)	Picnic Panic	F	6m.	3966
7612	(May 12)	Mather Hubba-Hubba Hubbard	F	6m.	3982
7613	(June 2)	Kukunuts	G	6½m.	3982
7614	(June 23)	Scary Craws	F	8m.	3995
7615	(July 14)	Little Raver		9m.	
		MR. MAGOO (4) (Technicolor)			
7701	(Dec. 16)	Destinatian Magao	E	6½m.	3926
7702	(Feb. 24)	Magoo's Check Up	E	6½m.	3926
7703	(May 19)	Magaa Express	G	6m.	3966
7704	(June 23)	Madcap Magoo	G	6m.	3995
		MR. MAGOO SPECIAL (Technicolor) (CinemaScope)			
7509	(Jan. 6)	When Magoo Flew	E	7m.	3857

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		(1954-55) MUSICAL SPECIAL (1)			
7999	(Sept. 2)	Autumn in Rome	G	8m.	3843
		SCREEN SNAPSHOTS (10)			
7851	(Sept. 23)	Hollywood Movies March On	G	10m.	3843
7852	(Oct. 21)	Hollywood Stars On Parade	F	9½m.	3874
7353	(Nov. 18)	Hollywood Cowboy Stars	F	10½m.	3947
7854	(Dec. 16)	Hollywood Like	F	10m.	3909
7855	(Jan. 20)	Pennies From Hollywood	F	10m.	3919
7856	(Feb. 24)	Hollywood Shower Of Stars	F	9m.	3934
7857	(Mar. 24)	Hollywood Fathers	F	10m.	3959
7858	(May 5)	Hollywood Plays Golf	F	9m.	3995
7859	(June 16)	Hollywood Beauty	F	9m.	
7860	(July 14)	Hollywood Mothers			
		THRILLS OF MUSIC (6) (Reissues)			
7951	(Sept. 9)	Ted Weems and Orch.	G	10m.	3843
7952	(Nov. 11)	Gene Krupa and Orch.	F	10m.	3866
7953	(Dec. 23)	The Lecuona Cuban Boys	G	10½m.	3900
7954	Feb. 10)	Tony Pastor and Orch.	G	10m.	3934
7955	(Apr. 10)	Elliott Lawrence & Orch.	G	10m.	3974
7956	(June 9)	Ray Eberle & Orch.	G	10m.	3983
		UPA ASSORTED CARTOONS (4) (Technicolor)			
7501	(Sept. 23)	How Now Boing Boing	E	7½m.	3842
7502	(Jan. 27)	Spare That Child	E	6½m.	3926
7503	(Mar. 24)	Four Wheels No Brakes	E	6½m.	3955
7504	(May 19)	Baby Boogie	E	7m.	3966
		WORLD OF SPORTS (10)			
7801	(Sept. 16)	Argentine Athletics	G	10m.	3874
7802	(Oct. 14)	Hunting Thrills	F	9m.	3874
7803	(Nov. 11)	Skiing The Andes	F	10m.	3909
7804	(Dec. 23)	Rasslin' Redskin	G	10m.	3909
7805	(Jan. 13)	Flying Mallets	F	10m.	3926
7806	(Feb. 17)	Aquatic Stars	F	9m.	3934
7807	(Mar. 17)	Fishing Paradise	F	9m.	3967
7808	(Apr. 28)	Barking Champs	G	9m.	3967
7809	(June 2)	Sun Play	G	9m.	3995
7810	(July 14)	Danish Gym-Dandies		9m.	

MGM

TWO REEL SPECIAL

		MGM's 1955 Motion Picture Celebration	G	18m.	3933
		One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)			
W-632	(Sept. 4)	Mice Follies (T-J)	G	7m.	3831
W-634	(Sept. 18)	Farm of Tomorrow (TA)	G	7m.	3831
W-636	(Oct. 2)	Neapolitan Mouse (T-J)	G	7m.	3831
W-638	(Nov. 6)	The Flea Circus (TA)	G	7m.	3842
W-639	(Nov. 13)	Dawnhearted Duckling	G	7m.	3973
W-640	(Dec. 4)	Dixieland Droopy (TA)	E	8m.	3973
W-641	( )	Field and Scream	G	7m.	3973
W-642	( )	Mouse For Sale	F	7m.	3973
		CINEMASCOPE CARTOONS (4) (Technicolor)			
C-631	(Nov. 20)	Pet Peeve (T-J)	F	7m.	3919
C-633	(Dec. 18)	Touché Pussycat (T-J)	G	7m.	3947
	(Mar.)	Southbound Duckling (T-J)	G	7m.	3919
	(Apr.)	Pup On A Picnic (T-J)	F	7m.	3947
		FITZPATRICK TRAVELTALKS (6) (Technicolor) (Reissues)			
T-611	(Sept. 11)	Yosemite the Magnificent	E	9m.	3831
T-612	(Oct. 16)	Grand Canyon, Pride of Creation	E	8½m.	3844
T-613	(Nov. 27)	Picturesque Patzcuaro	G	9m.	3866
T-614	(Dec. 25)	Glacier Park and Waterton Lakes	G	9m.	3866
	(Feb.)	Mexican Police on Parade	G	9m.	3900
	(Apr.)	Mighty Niagara	G	10m.	3955
		GOLD MEDAL REPRINT CARTOONS (8)			
W-661	(Oct. 30)	Cat Fishin' (T-J)	F	8m.	3842
W-662	(Jan.)	Part Time Pal	G	7m.	3900
W-663	(Jan.)	Cat Concerto (T-J)	G	7m.	3900
W-664	(Feb.)	Dr. Jekyll and Mr. Mouse	G	8m.	3947
W-665	(Mar.)	Salt Water Tabby	F	7m.	3947
W-666	( )	Mouse In The House	G	8m.	3982
W-667	( )	Little Tinker	G	7m.	3982
W-668	( )	Slap Happy Lion	G	7m.	3982
		PETE SMITH SPECIALTIES (10)			
S-651	(Oct. 9)	The Camera Caught It	F	9m.	3843
S-652	(Dec. 11)	Raugh Riding (Tech.)	G	9m.	3934
S-653	(Jan.)	The Man Araund The House	F	9m.	3919
S-654	(Feb.)	Keep Young	F	9m.	3866
S-655	(Mar.)	Sparts Trix	G	9m.	3926
S-656	(Mar.)	Just What I Needed	F	9m.	3947
S-657	( )	Global Quiz (Color)	G	10m.	3967
S-658	( )	Animals In Actian	F	9m.	3983
S-659	( )	Historical Oddities	G	9m.	3983
S-660	( )	The Fall Guy	G	9m.	3983

Paramount

SPECIAL (Technicalar)

T14-4	(Mar.)	Assignment Children (UNICEF) (KAYE)	E	20m.	3933
		CARTOON CHAMPIONS (6) (Technicalar) (Reissues)			
S14-1	(Oct. 1)	We're In The Honey	G	8m.	3843
S14-2	(Oct. 1)	Butterscotch and Soda	G	7m.	3842
S14-3	(Oct. 1)	Sudden Fried Chicken	F	7m.	3843
S14-4	(Oct. 1)	The Friendly Ghast	G	7½m.	3842
S14-5	(Oct. 1)	The Bared Cuckoo	G	8m.	3842
S14-6	(Oct. 1)	Santa's Surprise	G	9m.	3842
		CASPER CARTOONS (6) (Technicolar)			
B14-1	(Oct. 15)	Boos and Arraws	G	6m.	3857
B14-2	(Dec. 3)	Boo Ribbon Winner	G	6m.	3887
B14-3	(Jan. 28)	Hide and Shriek	G	7m.	3947
B14-4	(Mar. 4)	Keep Your Grin Up	G	6m.	3955
B14-5	(May 27)	Spooking With A Brague	G	6m.	
B14-6	(July 15)	Bull Fright	G	6m.	
		GRANTLAND RICE SPORTLIGHTS (12)			
R14-1	(Oct. 1)	Twin Riding Champs	G	10m.	3857
R14-2	(Oct. 22)	Hat and Cold Glides, Slides and Rides	G	10m.	3857
R14-3	(Nov. 5)	Where Everybody Rides	E	10m.	3894
R14-4	(Dec. 10)	Boyhood Thrills	G	9m.	3919
R14-5	(Dec. 24)	The Pike's Peak Arena	F	9m.	3919
R14-6	(Feb. 11)	Swim and Survive	F	9m.	3947
R14-7	(Apr. 8)	Baseball's Acrobatic Ace	G	9m.	
R14-8	(May 13)	Tumbling Jambaree	F	9m.	
R14-9	(June 10)	High Score Bawling	G	9m.	
R14-10	(July 1)	San Fernando Riding Champs		9m.	
		HEADLINER CHAMPIONS THRILLS (6) (Reissues)			
A14-1	(Oct. 1)	Speaking Of Animals and Their amilies	E	9m.	3843
A14-2	(Oct. 1)	Speaking of Animals In a Musical Way	E	9m.	3843
A14-3	(Oct. 1)	Stork Crazy	G	10m.	3843
A14-4	(Oct. 1)	The Lonesome Stranger	E	10m.	3843
A14-5	(Oct. 1)	Calling All Animals	F	10m.	3843
A14-6	(Oct. 1)	Video Hounds	G	10m.	3843
		HERMAN AND CATNIP CARTOONS (4) (Technicolor)			
H14-1	(Nov. 26)	Rail-Rodents	G	7m.	3919
H14-2	(Feb. 2)	Robin Rodenthood	G	7m.	3947
H14-3	(Apr. 8)	A Bicep Built Far Two	G	7m.	
		NOVELTOONS (6) (Technicolor)			
P14-1	(Oct. 29)	Fido Beta Kappa	G	6m.	3857
P14-2	(Dec. 17)	No Ifs, Ands Or Butts	G	6m.	3919
P14-3	(Feb. 4)	Dizzy Dishes	E	6m.	3947
P14-4	(Mar. 25)	Git Along Lil' Duckie	G	7m.	
P14-5	(June 10)	News Hound	G	6m.	
P14-6	(July 8)	Paap Goes The Weasel		6m.	
		PACEMAKERS (6)			
K14-1	(Oct. 2)	Drilling For Girls In Texas	G	9m.	3857
K14-2	(Dec. 17)	How To Win At The Races	F	11m.	3919
K14-3	(Jan. 21)	You're A Trooper	G	10m.	3947
K14-4	(May 20)	Five Hundred Horses	F	10m.	
K14-5	(June 3)	Floride Aflame			
K14-6	(June 17)	Walk In The Deep	G	10m.	
		POPEYE CARTOONS (8) (Technicolor)			
E14-1	(Nov. 12)	Private Eye Popeye	G	7m.	3888
E14-2	(Dec. 10)	Gopher Spinach	G	6m.	3888
E14-3	(Jan. 14)	Cookin' With Gags	E	7m.	3946
E14-4	(Feb. 11)	Nurse To Meet Ya	G	6m.	3955
E14-5	(Mar. 11)	Penny Antics	G	8m.	
E14-6	(May 20)	Beaus Will Be Beaus	F	6m.	
E14-7	(May 27)	Gift Of Gag	G	6m.	
		TOPPERS (6)			
M14-1	(Nov. 19)	The Nerve of Same People	G	10m.	3894
M14-2	(Dec. 31)	Killers At Bay	G	10m.	3919
M14-3	(Jan. 14)	Just The Bear Facts, Mam	F	9m.	3919
M14-4	(Feb. 4)	All Chimps Ashore	G	10m.	3947
M14-5	(Apr. 15)	Let's Look At The Birds	F	9m.	
M14-6	(Apr. 22)	Pick A Pet	G	8m.	
		VISTAVISION SPECIAL Paramount Presents VistaVisian	G	20m.	3933
V14-1	(Nov. 5)	VistaVision Visits Norway	G	17m.	3899
V14-2	(Apr. 29)	Vistavision Visits Mexica	E	17m.	3966
V14-3	(May 27)	Vistavisian Visits The Sun Trails		16m.	
	(June)	VistaVisian Visits Hawaii			
	(July)	VistaVisian Visits Japan			

RKO

Two Reel

		EDGAR KENNEDY REISSUES (6)			
53501	(Oct. 8)	Host To a Ghost	B	17m.	3841
53502	(Oct. 22)	Noisy Neighbors	F	17m.	3841
53503	(Nov. 5)	The Big Beef	F	17m.	3841
53504	(Nov. 19)	Mind Over Mouse	F	17m.	3865
53505	(Dec. 3)	Brother Knows Best	F	17m.	3865
53506	(Dec. 17)	Home Canning	F	16m.	3880
		LEON ERROL REISSUES (6)			
53701	(Oct. 1)	Oh Professar Behave	F	18m.	3841
53702	(Oct. 15)	When Wifie's Away	F	20m.	3841
53703	((Oct. 29)	Cutie On Duty	G	17m.	3841
53704	(Nov. 12)	Twin Husbands	F	18m.	3865
53705	(Nov. 26)	I'll Take Milk	G	18m.	3865
53706	(Dec. 10)	Follow That Blonde	F	18m.	3880
		RAY WHITLEY REISSUES (2)			
53401	(Oct. 22)	Sagebrush Serenade	F	19m.	3842
53402	(Nov. 19)	Redskins and Redheads	G	18m.	3842
		RKO-PATHÉ SPECIALS (8)			
53101	(Oct. 8)	The Iron Fence	G	19m.	3857
53102	(Nov. 12)	Circus Trainer	E	17m.	3887
53103	(Dec. 17)	Fast Freight	G	15m.	3909
53104	(Jan. 21)	River Ta The Past	G	15m.	3909
53105	(Feb. 25)	Big Tap Caravan	F	16m.	3939
53106	(Apr. 1)	Finders Keepers	E	15½m.	3953
52901	(May 6)	Operatian Icecap	G	19m.	3966
		SPORT SPECIALS (5)			
53901	(Dec. 10)	Football Highlights	G	15½m.	3899
53801	(Apr. 15)	Basketball Highlights		15m.	
		MY PAL REISSUES (2)			
53201	(Oct. 8)	I Faund A Dog	F	21m.	3842
53202	(Nov. 5)	Pal's Return	F	20m.	3842
		THEATRE OF LIFE			
53301	(June 17)	Devil Take Us	E	21m.	3981
		One Reel SCREENLINERS (13)			
54201	(Sept. 17)	House Of Knowledge	F	8m.	3857
54202	(Oct. 15)	Alpine Fortress	G	8m.	3857
54203	(Nov. 12)	Just Pets	G	8m.	3894
54204	(Dec. 10)	Cinema Capers	G	8m.	3909
54205	(Jan. 7)	Water, Water Everywhere	F	8½m.	3910
54206	(Feb. 4)	Camera Crazy	F	8m.	3926
54207	(Mar. 4)	Nature's Showcase	F	8m.	3939
54208	(Apr. 1)	Bush Dactar	G	11m.	3967
54209	(Apr. 29)	Inland Seas	G	11m.	3967
54210	(May 27)	Staff Of Life	G	8m.	3967
54211	(June 24)	Rest Assured	F	8m.	3967
54212	(July 22)	Safety Is Their Business	G	8m.	3991
54213	(Aug. 19)	Film Fun		9m.	
		SPORTSCOPES (13)			
54301	(Sept. 3)	Alaskan Trout	F	8m.	3844
54302	(Oct. 1)	British Empire Games	G	8m.	3857
54303	(Oct. 29)	Willie Mays	G	8m.	3888
54304	(Nov. 26)	Canadian Stampede	G	8m.	3894
54305	(Dec. 24)	Sports Island	F	10m.	3910
54306	(Jan. 21)	Ski Saga	G	8m.	3926
54307	(Feb. 18)	Chamois Hunt	F	8m.	3939
54308	(Mar. 18)	Here's Hackey	G	10m.	3939
54309	(Apr. 15)	Jai Alai	F	8m.	3967
54310	(May 13)	Everglade Posse	F	8m.	3967
54311	(June 10)	Downhill Yachts	F	8m.	3991
54312	(July 8)	Bawling Baam		8m.	
54313	(Aug. 5)	Tanbark And Turf		8m.	
		WALT DISNEY CARTOONS (3) (Technicolor) (C—Chip n Dale. D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)			
54101	(Oct. 15)	Social Lion	G	7m.	3857
54102	(Nov. 12)	Flying Squirrel (D)	G	7m.	3887
		WALT DISNEY CINEMASCOPE CARTOONS (6) (Technicolor)			
54103	(Jan. 14)	Na Hunting (D)	E	6m.	3956
54113	(Aug. 19)	Bearly Asleep			
		WALT DISNEY CARTOON RE-RELEASES (9) (Technicolor)			
54104	(Jan. 28)	The Pelican And The Snipe	F	9m.	3939
54105	(Feb. 18)	Lake Titicaca	E	7m.	3939
54106	(Mar. 11)	Contrasts in Rhythm	G	8m.	3939
54107	(Apr. 1)	Blame It On The Samba	G	6m.	3953
54108	(Apr. 22)	Chip An' Dale	G	7m.	3966
54109	(May 13)	Pedro	G	8m.	3973
54110	(June 10)	El Gaucha Gaafy	G	8m.	3973
54111	(June 24)	Aquerela Do Brasil	G	8m.	3982
54112	(July 15)	The Flying Gauchita			

Republic

		SERIALS (4)			
5481	(July 19)	Man With the Steel Whip	F	12ep.	3811
5482	(Oct. 11)	Ghost Riders of the West (Reissue)	G	12ep.	3848
5483	(Jan. 3)	Panther Girl Of The Konga	F	12ep.	3925
5484	(Mar. 28)	Jesse James Rides Again	G	13ep.	3953
5485	(June 27)	King Of The Carnival		13ep.	
5486	(Sept. 19)	Zarra's Black Whip		12ep.	
		One Reel THIS WORLD OF OURS (Trucolor)			
5385	(Aug. 1)	Ireland	G	9m.	3926
5386	(Nov. 15)	Thailand	G	10m.	3973
5387	(Dec. 15)	Bali	G	9m.	3991
5388	(Mar. 1)	Venezuela	G	9m.	3983

20th Century-Fox

CINEMASCOPE SPECIALS (Color)

7401	(Nov.)	The Coronation Parade	G	7½m.	3667
7402	(Jan.)	Dancers of the Deep	G	6m.	3683
7403	(Dec.)	Vesuvius Express	G	15m.	3676
7404	(Dec.)	Finale from Tschaikowsky's Symphony Number Four	G	6m.	3673
7405	(Feb.)	Polavetzian Dances Fram Prince Igar	E	8m.	3683
7406	(Feb.)	Tournament of Roses	E	18m.	3699
7407	(Mar.)	The New Venezuela	E	10m.	3722
7408	(Mar.)	Haydn's Farewell Symphany	E	9m.	3722
7409	(Aug.)	Jet Carrier	G	17m.	3811
7410	(May)	The First Piano Quartette	G	10m.	3758
7411	(May)	Motian Picture Stunt Pilat	G	17m.	3773
7414	(...)	Miracle af Stereaphanic Sound, The	G	11m.	3874
7415	(Apr)	Roger Wagner Chorale	E	8m.	3773
7416	(Apr)	New Harizons	G	10m.	3731
7417	(May)	Land af Legend	G	9m.	3758

Release No	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7418	(July)	Piano Encores	G	10m.	3803
7419	(June)	Calypso Cruise	F	9m.	3799
7420	(Sept.)	Pride of the Nation	F	12m.	3849
7421	(Oct.)	Fabulous Las Vegas	G	18m.	3856
7422	(Nov.)	The CinemaScope Parade	G	22m.	3873
7423	(Oct.)	El Toro	F	9m.	3919
7424	(Dec.)	Queen's Guard			
7425	(Oct)	The Empire Games	E	13m.	3874
7426	(Nov.)	Flying To Fish	G	16m.	3887
7427	(Nov.)	Far East Bastions	F	10m.	3910
		(1955)			
7501	(Mar.)	Tuna Clipper Ship (Tech.)	E	17m.	3933
7502	(Feb.)	Stampede City (Color)	G	7m.	3934
7503	(Jan.)	Birthday Parade (Color)	G	10m.	3934
7504	(Feb.)	Fifth Avenue To Fujiyama (Color)	G	10m.	3919
7505	(Jan.)	Supersonic Age (Color)	G	14m.	3918
7506	(Apr.)	Land Of The Nile (Color)	G	9m.	3991
7507	(May)	Tears Of The Moon (Color)	E	10m.	3973
7508	(Apr.)	Isles Of Lore (Color)	G	10m.	3991
7509	(May)	Punts And Stunts (Color)	G	9m.	3991
7510	(Mar.)	Pageants And Pastimes (Color)	F	13m.	3967
7511	(Apr.)	Colorado Holiday (Color)	F	10m.	
7512	(May)	Children Of The Sun (Color)		7m.	
7513	(May)	Clear The Bridge (Color)			
7514	(May)	Sorcerer's Apprentice			
7515	(July)	Naughty Mermaids			
7516	(July)	Winter Jamboree			
7517	(June)	Volcanic Violence			
7518	(Aug.)	That Others May Live			
		One Reel			
		SEE IT HAPPEN (6)			
6401	(Apr.)	Accent on Courage	G	9m.	3731
6402	(July)	Tumult	F	9m.	3799
6403	(Aug.)	Isles Of Destiny	F	9m.	3857
		SPORTS (6)			
3401	(Apr.)	Touchdown Trophies	G	8m.	3799
3402	(July)	Dizzy Diving	G	8m.	3806
3403	(Sept.)	Sporty Simians	G	8m.	3857
		TERRYTOONS (16) (Technicolor)			
5401	(Jan.)	Little Roquefort in Runaway Mouse	F	7m.	3639
5402	(Jan.)	Dimwit in How to Relax	F	7m.	3639
5404	(Feb.)	Heckle and Jeckle in Blind Date	F	7m.	3682
5405	(Feb.)	Nonsense Newsreel	G	7m.	3691
5407	(Mar.)	Mighty Mouse in the Helpless Hippo	F	7m.	3691
5408	(Mar.)	Terry Bears in Pet Problems	F	7m.	3691
5410	(Apr.)	Little Roquefort in Prescription for Percy	F	7m.	3699
5411	(Apr)	Heckle and Jeckle in Satisfied Customers	F	7m.	3722
5413	(May)	Tall Tale Teller	F	7m.	3731
5414	(May)	Arctic Rivals	F	7m.	3730
5416	(June)	Terry Bears in a Howling Success	F	7m.	3774
5418	(July)	Pride of the Yard	F	7m.	3798
5420	(Aug)	Little Roquefort in the Cat's Revenge	F	7m.	3857
5422	(Sept)	Mighty Mouse in the Reformed Wolf	F	7m.	3857
5424	(Nov.)	Heckle and Jeckle in Blue Plate Symphony	F	7m.	3874
		(1955)			
5501	(Jan.)	Gandy Goose In Barnyard Actor	F	7m.	3933
5503	(Jan.)	A Yokohama Yankee	E	7m.	3933
5505	(Feb.)	Terry Bears In Duck Fever	G	7m.	3933
5507	(Mar.)	The First Flying Fish	G	7m.	3989
5509	(Apr.)	Little Roquefort In No Sleep For Percy	F	7m.	3991
		TERRYTOON TOPPER REISSUES (10)			
5403	(Jan)	The Helicopter	F	7m.	3683
5406	(Feb)	Much Ado About Nothing	G	7m.	3683
5409	(Mar.)	The Frog and the Princess	F	7m.	3683
5412	(Apr.)	Mighty Mouse in the Wreck of the Hesperus	F	6½m.	3721
5415	(May)	Gandy Goose in Ghost Town	F	6½m.	3750
5417	(June)	A Day in June	F	7m.	3788
5419	(July)	Gandy Goose in Fisherman's Luck	G	7m.	3788
5421	(Aug.)	Ants in Your Pantry	F	7m.	3788
5423	(Oct.)	A Wicky Wacky Romance	F	7m.	3788
5425	(Dec.)	A Torrid Toreador	F	7m.	3788
		(1955)			
5502	(Jan.)	Dear Old Switzerland	F	6m.	3946
5504	(Feb.)	Swooning The Swooners	G	7m.	3955
5506	(Mar.)	Gandy Goose In It's All In The Stars	G	7m.	3959
5508	(Apr.)	The Two-Headed Giant	F	7m.	3967

United Artists

SPORTS SPECIAL

		Marciano-Charles Fight	G	21m. 3849
		Marciano-Cockell Fight	G	21m. 3973

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

1301	(Nov. 29)	Champ Butler Sings	G	15m. 3893
1302	(Dec. 30)	Road Show	G	15m. 3893
1303	(Jan. 17)	The Robins Sing	G	15m. 3925
1304	(Feb. 14)	Keep It Cool	F	16m. 3925
1305	(Mar. 14)	Les Brown Goes To Town	G	15m. 3925
1306	(Apr. 11)	Strictly Informal	G	16m. 3925
1307	(May 16)	Girl Time	G	16m. 3982
1308	(June 20)	Webb Pierce And His Wonderin' Boys	F	16m. 3973
		SPECIALS		
1201	(Nov. 12)	A Gift From Dirk (1954-55)	G	19m. 3893
1300	(Mar. 15)	A World Of Beauty	G	17m. 3925
		King's Secret, The (Color)	E	16m. 3982
		One Reel		
		VISTARAMA SPECIAL (CinemaScope and other aspect ratios) (Eastman Color)		
	(Nov.)	Speed Sub-Zero	G	9½m. 3874
	(Mar. 28)	Fortress Of Freedom (Tech) (SS)	E	10m. 3967
		COLOR PARADES		
1381	(Feb. 28)	Dust Eaters	E	9½m. 3947
1382	(Mar. 21)	Moose Country	F	9½m. 3967
1383	(Apr. 25)	White Magic	G	9m. 3967
		WALTER LANTZ CARTUNES (13) (Technicolor)		
1321	(Dec. 20)	I'm Cold	G	6m. 3894
1322	(Jan. 17)	Helter Shelter	G	6m. 3894
1323	(Feb. 14)	Crazy Mixed Up Pup	G	6m. 3926
1324	(Mar. 14)	Witch Crafty	F	6m. 3926
1325	(Apr. 11)	Legend Of Rock-A-Bye Point	G	6m. 3926
1326	(May 9)	Private Eye Pooch	G	6m. 3947
1327	(June 6)	Sh-h-h-h	E	6m. 3966
1328	(July 4)	Bedtime Bedlam	G	6m. 3973
1329	(Aug. 1)	Paw's Night Out	G	6m. 3982
		WALTER LANTZ CARTUNES (Reissues)		
1351	(Feb. 21)	The Band Master	G	7m. 3946
1352	(Mar. 28)	The Mad Hatter	G	7m. 3955
1353	(Apr. 25)	Banquet Busters	G	7m. 3959
1354	(May 30)	Kiddie Koncert	G	7m. 3982
1355	(June 27)	Pixie Picnic	G	7m. 3982
1356	(July 25)	Wacky Bye Baby	G	7m. 3983
		VARIETY VIEWS		
1341	(Dec. 27)	Trouble Bruin	G	9m. 3926
1342	(Jan. 31)	Little Lost Scent	F	9m. 3947
1343	(Apr. 11)	Whatever Goes Up	G	9m. 3967
1344	(.....)	Minute Men	E	9m. 3991

Warners

SPECIALS (12) (Technicolor)

2001	(Sept. 11)	Gay Parisian	E	20m. 3841
2002	(Oct. 9)	In Fourteen Hundred Ninety-Two (WarnerColor)	G	17m. 3865
2003	(Nov. 6)	Mariners Ahoy	G	17m. 3880
2004	(Jan. 8)	Where Winter Is King	G	17m. 3918
2005	(Dec. 4)	Bill Of Rights	G	22m. 3899
2006	(Feb. 5)	Beauty And The Bull	E	17m. 3933
2007	(Mar. 5)	Mississippi Traveler (Warner Color)	E	17m. 3946
2008	(Apr. 9)	Old Hickory	E	17m. 3966
2009	(Aug. 13)	Festival Days		
2010	(May 28)	Wave Of The Flag	E	19m. 3982
2011	(June 18)	The Adventures Of Alexander Selkirk	G	17m.
2012	(July 16)	Uranium Fever		
		CLASSICS OF THE SCREEN		
2101	(Sept. 25)	Wells Fargo Days	F	20m. 3849
2102	(Nov. 20)	Camera Hunting	G	19m. 3880
2103	(Jan. 22)	Three Cheers For The Girls		
2104	(Mar. 26)	When The Talkies Were Young	E	17m. 3953
2105	(May 14)	At The Stroke Of Twelve	F	20m. 3981
2106	(July 2)	The Glory Around Us	F	20m.
		One Reel		
		BLUE RIBBON HIT PARADES (12) (Reissues) Technicolor		
2301	(Sept. 11)	Rhapsody In Rivets	E	7m. 3842
2302	(Oct. 16)	Inki At The Circus	F	7m. 3849
2303	(Nov. 6)	Foxy Duckling	G	7m. 3880
2304	(Nov. 27)	The Shell-Shocked Egg	F	7m. 3880
2305	(Dec. 25)	Trial of Mr. Wolf	G	7m. 3888
2306	(Feb. 5)	Back Alley Oproar	F	7m. 3939
2307	(Feb. 26)	You Were Never Duckier	G	7m. 3947
2308	(Apr. 2)	House Hunting Mice	F	7m. 3966
2309	(Apr. 23)	Crowing Pains	F	7m. 3966
2310	(June 4)	Hop, Look, And Listen	F	7m. 3982
2311	(June 25)	Tweetie Pie	E	7m. 3983
2312	(July 23)	Goofy Gophers		
2313	(Aug. 20)	What's Brewin' Bruin		
		BUGS BUNNY SPECIALS (8) (Technicolor)		
2723	(Nov. 13)	Lumber Jack-Rabbit	F	7m. 3874
2724	(Dec. 18)	Baby Buggy Bunny	G	7m. 3900
2725	(Feb. 12)	Beanstalk Bunny	G	7m. 3933
2726	(Mar. 26)	Sahara Hare	G	7m. 3947
2727	(May 7)	Hare Brush	G	7m. 3982
2728	(June 11)	Rabbit Rampage	E	7m.
2729	(July 9)	This Is A Life?	G	7m.
2730	(Aug. 27)	Hyde And Hare		
		JOE McDOAKES COMEDIES (8)		
2401	(Oct 30)	So You're Taking In A Roomer	F	10m. 3866
2402	(Dec. 18)	So You Want To Know Your Relatives	F	10m. 3900
2403	(Jan 29)	So You Don't Trust Your Wife	F	10m. 3919
2404	(Mar. 12)	So You Want To Be A Gladiator	F	10m. 3947
2405	(May 7)	So You Want To Be On A Jury	F	10m. 3983
2406	(Aug. 27)	So You Want A Model Railroad		
		MELODY MASTER BANDS REISSUE		
2801	(Sept. 4)	Melody Of Youth	G	10m. 3843
2802	(Oct. 23)	Skinnay Ennis and Orch.	E	10m. 3843
2803	(Jan. 1)	South American Sway	F	9m. 3880
2804	(Feb. 26)	Stan Kenton and Orch.	F	10m. 3900
2805	(June 11)	U. S. Service Bands		
2806	(Apr. 16)	The Playgirls	G	10m. 3967
		MERRIE MELODIES (8) (Technicolor)		
2701	(Sept. 4)	Gone Batty	G	7m. 3842
2702	(Sept. 18)	Goo Goo Goliath	G	7m. 3866
2703	(Oct. 2)	By Word Of Mouse	F	7m. 3866
2704	(Oct. 16)	From A To Z-Z-Z	E	7m. 3880
2705	(Oct. 30)	Quack Shot	G	7m. 3880
2706	(Nov. 27)	My Little Duckaroo	G	7m. 3880
2707	(Dec. 11)	Sheep Ahoy	G	7m. 3900
2708	(Jan. 1)	Pizzicato Pussycat	E	7m. 3909
2709	(Jan. 15)	Feather Dusted	F	7m. 3909
2710	(Jan. 29)	Pests For Guests	G	7m. 3909
2711	(Feb. 19)	All Fowled Up	F	7m. 3933
2712	(Feb. 26)	Stork Naked	G	7m. 3933
2713	(Mar. 12)	Lighthouse Mouse	G	7m. 3947
2714	(Apr. 2)	Sandy Claws (Meadow)	G	15m. 3879
2715	(Apr. 16)	The Hole Idea	E	7m. 3966
2716	(Apr. 30)	Ready, Set, Zoom	G	7m. 3966
2717	(May 21)	Past Perfumance	E	7m. 3982
2718	(June 4)	Tweety's Circus	F	7m. 3982
2719	(June 25)	Lumber Jerks	G	7m.
2720	(July 23)	Double Or Mutton		
2721	(Aug. 6)	Jumpin' Jupiter		
2722	(Aug. 20)	A Kiddie's Kitty		
		THE SPORTS PARADE (10) (Technicolor)		
2501	(Sept. 18)	Circus On Ice	F	10m. 3844
2502	(Oct. 23)	Hatteras Honkers	F	10m. 3866
2503	(Dec. 11)	Rodeo Roundup	F	10m. 3900
2504	(Jan. 15)	Silver Blades	G	10m. 3919
2505	(Feb. 19)	Caribbean Playgrounds	F	10m. 3934
2506	(Mar. 19)	Football Royal	G	10m. 3967
2507	(May 21)	Riviera Revelries	G	10m. 3983
2508	(Apr. 23)	Rocky Mountain Big Game	F	10m. 3967
2509	(July 9)	Italian Holiday		
2510	(Aug. 6)	Aqua Queens		
		WARNER VARIETIES (7)		
2601	(Oct. 2)	This Mechanical Age	G	10m. 3866
2602	(Nov. 13)	Ski Flight	F	9m. 3888
2603	(Dec. 25)	Bit Of The Best	G	10m. 3900
2604	(Mar. 19)	Those Exciting Days	G	10m. 3947
2605	(Apr. 30)	Fire, Wind, Flood	E	9m. 3967
2606	(June 18)	Some Of The Greatest	E	10m.
2607	(July 30)	Gadgets Galore		

Miscellaneous

Alien Orders (COI)	F	10m.	3857
Arabesques (Eastman Color) (Transatlantic)	G	10m.	
Arizona Sheepdog (Technicolor) (BuenaVista-Disney)	E	21m.	3989
Barber Of Seville, The (Color) (Filmeco)	G	26m.	3959
Britain's Choice (BIS)	G	13½m.	3989
Chevalier de Menilmontant (Burstyn)	G	14m.	3873
Churchill, Man Of The Century (BIS)	G	20m.	3953
Composers In Clay (United World)	G	22m.	3856
Fiesta in Seville (Eastman Color) (Transatlantic)	E	10m.	
Formosa: The Guarded Island (Film Renters)	G	18m.	3953
Fountains of Rome (Technicolor) (IFE)	F	9m.	3926
Grand Canyonscope (CinemaScope) (Buena Vista—Disney)	E	7m.	3900
Henri De Toulouse Lautrec (Pictura)	F	17m.	3856
Herman Melville's Moby Dick (Color) (Busstyn)	E	30m.	3981
Highland Journey (Technicolor) (BIS)	E	24m.	3989
Italian Rainbow—Masterpieces in Florence (Color) (IFE)	G	8m.	3926
Lesson In Anatomy, A (IFE)	F	11m.	3849
Light And Mankind (Technicolor) (Baker-Brill)	E	9m.	3982
Lost Paradise, The (Pictura)	G	11m.	3857
Miracle in Music, A (American)	G	8m.	3900
Moving Spirit, The (Tech) (Kingsley-Int.)	E	17m.	3953
Mystery Of Leonardo, The (IFE)	F	10m.	3848
New Van Gogh, The (IFE)	G	15m	3856
Paul Gauguin (Pictura)	G	13m	3848
Queen's Colors, The (McDonald)	F	17m.	3918
Queen's Navy, The (BIS)	G	20m.	3989
Rembrandt, A Self-Portrait (DCA) (Color)	E	26m.	3909
Romantic Youth (Burstyn)	F	15m.	3865
Siam (Buena Vista) (Technicolor)	E	32m.	3918
Story of Light, The (Color) (Bondy)	E	9m.	3866
Switzerland (Technicolor) (Cinema-Scope) (Buena Vista)	E	32m.	3959
Third Avenue El (Color) (Ardee)	F	12m.	3973
Thursday's Children (BIS)	E	20m	3953

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS

JUNE

Finger Mon
F. Lovejoy,
P. Castle

Lord Of The Jungle
J. Sheffield,
W. Morris,
N. Gates

Cose Of The Red Monkey
R. Conte,
R. Anderson,
R. Napier
(English-made)

JULY

Wichita
J. McCrea,
V. Miles,
L. Bridges

Spy Chasers
L. Gorcey,
H. Hall,
L. Davis

Betrayed Women
C. Matthews,
P. Knudsen,
B. Michaels,
T. Drake

AUGUST

The Worriors
E. Flynn, J. Dru,
P. Finch
(Technicolor)
(CinemaScope)

The Phenix City Story
R. Kiley,
J. McIntyre,
K. Grant

COLUMBIA

JUNE

A Prize Of Gold
R. Widmark,
M. Zetterling,
N. Patrick
(Technicolor)

5 Agoinst The House
G. Madison,
K. Novak,
B. Keith

The Petty Girl
They All Kissed The Bride
(Reissues)

JULY

It Come From Beneath The Sea
K. Tobey,
F. Domergue,
D. Curtis

Creoture With The Atom Broin
R. Denning,
A. Stevens

Chicogo Syndicate
D. O'Keefe,
A. Lene,
P. Stewart,
X. Cugat
& Orch.

AUGUST

The Man From Laramie
J. Stewart,
C. O'Donnell,
D. Crisp
(Technicolor)
(CinemaScope)

Bring Your Smile Along
F. Laine,
K. Braselle,
C. Towers
(Technicolor)

The Night Holds Terror
J. Kelly,
H. Parks

LIPPERT

JUNE

King Dinosour
B. Bryant,
W. Curtis

JULY

The Lonesome Troil
W. Morris,
J. Agar,
M. Dean,
E. Buchanan

AUGUST

Simba
D. Bogarde
(Eastman Color)

METRO

JUNE

Love Me Or Leove Me
D. Day,
J. Cagney
(Technicolor)
(CinemaScope)

Moonfleet
S. Granger,
V. Lindfors,
G. Sanders
(Eastman Color)
(CinemaScope)

JULY

Interrupted Melody
E. Parker,
G. Ford
(Eastman Color)
(CinemaScope)

The Cobweb
L. Bacall,
C. Boyer,
R. Widmark
(Eastman Color)
(CinemaScope)

The Wizard Of Oz
Re-issue

AUGUST

The King's Thief
E. Purdom,
A. Blyth,
D. Niven
(Eastman Color)
(CinemaScope)

The Scorlet Coot
C. Wilde,
M. Wilding,
G. Sanders,
A. Francis
(Eastman Color)
(CinemaScope)

PARAMOUNT

JUNE

The For Horizons
F. MacMurray,
C. Heston,
D. Reed
(Technicolor)
(VistaVision)

Hell's Islond
J. Payne,
M. Murphy,
F. L. Sullivan
(Technicolor)
(VistoVision)

JULY

The Seven Little Foys
B. Hope,
M. Vitale,
A. Clarke,
G. Tobias
(Technicolor)
(VistaVision)

We're No Angels
H. Bogart,
A. Ray,
P. Ustinov,
J. Bennett
(Technicolor)
(VistaVision)

AUGUST

You're Never Too Young
D. Martin,
J. Lewis,
D. Lynn
(Technicolor)
(VistaVision

RKO

JUNE

Son Of Sinbod
D. Robertson,
S. Forrest,
V. Price,
L. St. Cyr
(Technicolor)
(SuperScope)

Wokombo
E. M. Queeny
African
Documentary
(Technicolor)

The Big Street
(Reissue)

JULY

Peorl Of The South Pacific
V. Mayo,
D. Morgan
D. Farrar
(Technicolor)
(Superscope)

AUGUST

REPUBLIC

JUNE

Double Jeopordy
R. Cameron,
G. Robbins

The Road To Denver
J. Payne,
M. Freeman,
L. J. Cobb
(Trucolor)

City of Shodows
V. McLaglen
R. Crowley

JULY

Loy Thot Rifle Down
J. Canova,
R. Lowery

Mystery Of The Block Jungle
L. Barker,
J. Maxwell

The Green Buddah
W. Morris
M. Germaine
(English-made)

Mogic Fire
Y. DeCarlo,
C. Thompson,
R. Gam,
V. Cortese
(Trucolor)

Secret Venture
K. Taylor,
J. Hylton

AUGUST

The Lost Commond
S. Hayden,
A. M. Alberghetti,
R. Carlson
(Trucolor)

Flame Of The Islonds
Y. DeCarlo,
H. Duff, Z. Scott
(Trucolor)

Twinkle In God's Eye
M. Rooney,
C. Gray,
H. O'Brian

Cross Chonnel
W. Morris,
Y. Furneaux

The Divided Heart
C. Borchers,
Y. Mitchell,
A. Dahlen

20th-FOX

JUNE

The Mognificent Motodor
M. O'Hara,
A. Quinn
(Technicolor)
(CinemoScope)

Soldier Of Fortune
C. Gable,
S. Hayward
(DeLuxe Color)
(CinemaScope)
(Made in Hong Kong)

The Seven Yeor Itch
M. Monroe,
T. Ewell
(Color by DeLuxe)
(CinemaScope)

JULY

A Life In The Balonce
R. Montalban,
A. Bancroft,
L. Marvin
(Made in Mexico)

The Living Swamp
Okenfenokee
Swamp nature
study
(DeLuxe Color)
(CinemaScope)

How To Be Very, Very Popular
B. Grable,
R. Cummings,
S. North
(DeLuxe Color)
(CinemaScope)

House Of Bamboo
R. Stack,
S. Yamaguchi,
R. Ryan
(DeLuxe Color)
(CinemaScope)
(Made in Japan)

AUGUST

The Left Hand Of God
H. Bogart,
G. Tierney,
L. J. Cobb
(Color by DeLuxe)
(CinemaScope)

The Virgin Queen
B. Davis, R. Todd,
H. Marshall
(Color by DeLuxe)
(CinemaScope)

UNITED ARTISTS

JUNE

The Big Bluff
J. Bromfield,
M. Vickers,
(Wilder)

The Seo Sholl Not Hove Them
M. Redgrave,
D. Bogarde,
(English-made)
(Angel)

Summertime,
K. Hepburn,
R. Brazzi,
(Technicolor)
(Made in Italy)
(Lopert)

Breok To Freedom
A. Steel,
J. Warner
(English-made)
(Angel)

JULY

Othello
O. Welles,
S. Cloutier,
M. MacLiammoir
(Made in Europe)
(Welles)

Not As A Stronger
R. Mitchum,
O. DeHavilland,
F. Sinatra,
G. Grahame
(Kramer)

AUGUST

The Man Who Loved Redheods
M. Shearer,
J. Justin,
R. Culver
(Technicolor)
(Lopert)

Shodow Of The Eogle
R. Greene,
V. Cortese,
G. Gynt
(English-made)
(Valiant)

U.-INT.

JUNE

This Islond Eorth
J. Morrow,
F. Domergue,
R. Reason
(Technicolor)

Abbott and Costello Meet The Mummy
B. Abbot,
L. Costello,
M. Windsor

The Mon From Bitter Ridge
L. Barker,
M. Corday,
S. McNally
(Eastmon Color)

JULY

Ain't Misbehovin'
R. Calhoun,
P. Laurie,
J. Carson
(Technicolor)

Foxfire
J. Chandler,
J. Russell,
D. Duryea
(Technicolor)

The Purple Mask
T. Curtis,
C. Miller,
D. O'Herlihy
(Technicolor)
(CinemaScope)

AUGUST

One Desire
A. Baxter,
R. Hudson,
J. Adams
(Technicolor)

The Privote Wor Of Major Benson
C. Heston,
J. Adams,
A. Demarest
(Technicolor)

Francis In The Novy
D. O'Connor,
M. Hyer

WARNERS

JUNE

The Seo Chose
J. Wayne,
L. Turner,
D. Farror
(WarnerColor)
(CinemaScope)

Tall Man Riding
R. Scott,
D. Malone,
P. Costle
(WarnerColor)

JULY

Land Of The Pharaohs
J. Hawkins,
J. Collins
(WarnerColor)
(CinemaScope)

The Dom Busters
R. Todd,
M. Redgrave
(English made)

Mister Roberts
H. Fonda,
J. Cagney,
B. Palmer
(WarnerColor)
(CinemaScope)

AUGUST

Pete Kelly's Blues
J. Webb, P. Lee,
E. O'Brien
(WarnerColor)
(CinemaScope)

MOON PHASES

JULY

1 Quater 26
2 Full 5
3 Last 12
4 New 19

FILMAKERS
May—Mad At The World—F. Lovejoy, C. O'Donnell

Summertime

is the

Hottest thing on Broadway!

ASTOR THEATRE
"TERRIFIC! BEST IN MONTHS!"
—SAYS VARIETY

...and say the critics:

"Highest rating! Does for Venice wha 'Three Coins in the Fountain' did fo Rome!"—DAILY NEWS

"Superb...overpowering!"—TIME

"Will be one of the season's most pop ular film attractions!"—DAILY MIRROR

"A treat on two counts...Hepburn an Venice!"—AMERICAN

"Magnificent feeling and skill!"
—N. Y. TIME

"Rossano Brazzi should tickle the fanc of any woman!"—NEW YORKER

LOPERT FILM PRODUCTIONS present

katharine hepburn
rossano brazzi in DAVID LEAN'S PRODUCTION of
summertime

Color by Technicolor

with DARREN McGAVIN and ISA MIRANDA • Produced by ILYA LOPERT Directed by DAVID LEAN • Screenplay by DAVID LEAN and H. E. BATES Based on Arthur Laurents' "The Time of the Cuckoo," produced on the Broadway stage by Robert Whitehead and Walter Fried • Filmed on location in Venice, Italy

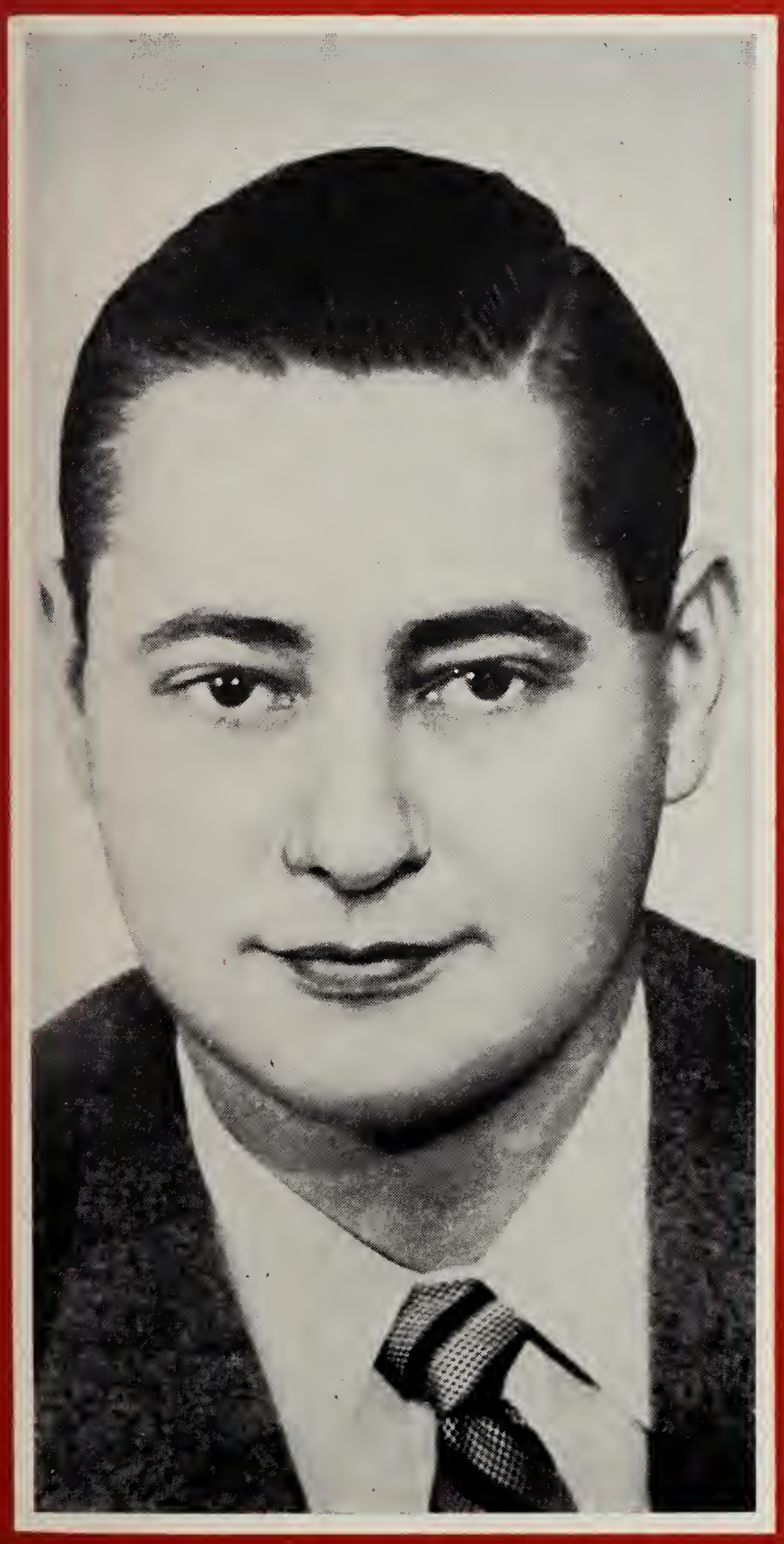
THRI
UA

MOTION PICTURE

EXHIBITOR

JULY 27, 1955 VOLUME 54 NUMBER 13

IN TWO SECTIONS • THIS IS SECTION ONE



Howard Hughes Sells RKO

(page 5)

Allied To Go To Goverment

(page 6)

AND FEATURING: EXTRA PROFITS

Emphasizing the importance of the foreign market, Eugene F. Picker, UA vice-president, last week launched the company's Tokyo convention.

ROCK!
ROCK!
ROCK!

REMEMBER M-G-M'S "BLACKBOARD JUNGLE"! WELL, THEY HAVE TAKEN THE DARE AGAIN. EXCEPT THIS TIME THEY BRING YOU ANOTHER DARING PICTURE — OF TEEN-AGERS' ROMANTIC PROBLEMS — AND OF THE DOCTOR'S WIFE WHO WANTED TO BE LOVED ...PREFERABLY BY HIM!

IT'S POWERFUL!!
IT'S FRANK!!
IT'S BIG!!

M-G-M presents in COLOR and CINEMASCOPE

RICHARD WIDMARK
LAUREN BACALL
CHARLES BOYER
GLORIA GRAHAME
LILLIAN GISH

"THE COBWEB"

and introducing
JOHN KERR
and
SUSAN STRASBERG
with
OSCAR LEVANT
TOMMY RETTIG

Screen Play by JOHN PAXTON
Additional Dialogue by William Gibson
From the Novel by William Gibson
Photographed in EASTMAN COLOR
Directed by VINCENTE MINNELLI
Produced by JOHN HOUSEMAN

NEXT
LIBERTY THEATRE

Portland's campaign is up-to-the-minute with excitement!

HORSE SENSE!

M-G-M's emphasis on pay-off showmanship, as evidenced with "Blackboard Jungle," 'Interrupted Melody" and "Love Me Or Leave Me" is more potent than ever as "THE COBWEB" campaigns roll up fine grosses. It's a tribute to the promotional skill of America's showmen to see the scope and ingenuity of the advertising

THERE'S COIN IN M-G-M's "COBWEB"

MEMPHIS
Tops even "Love Me Or Leave Me." Equals New Year's biz of "Deep In My Heart."

PITTSBURGH
Manager happily reports best biz in long, long time.

WASHINGTON, D. C.
Tops all M-G-M pictures of recent years except "Blackboard Jungle."

PORTLAND, ORE.
Best M-G-M biz in past year except "Blackboard Jungle."

BALTIMORE
Wonderful extended run engagement.

("The Cobweb" is available in Magnetic Stereophonic, Perspecta Stereophonic or 1 Channel Sound)

It's time to mail your Audience Awards nom

MOTION PICTURE EXHIBITOR

MEMBER AUDIT BUREAU OF CIRCULATIONS

JULY 27, 1955
VOLUME 54 NUMBER 13

JUST AS TRUE IN JULY . . . AS IT WAS IN FEBRUARY

As EACH DAY seems to produce additional stories about the legal end of state and municipal censor boards that ruled on the "can see" and "can't see" of current movies over larger parts of the nation for many years, our editorial message of last Feb. 2 (THE END OF LOCAL CENSORSHIP BRINGS NEW RESPONSIBILITIES) seems to gather new importance and to warrant reemphasizing in our own columns just as it is being amplified in those of contemporaries.

To quote from those thoughts of nearly six months ago: There were actually two by-products of censorship about which few theatremen thought very much. First of all, the fact that each picture, whether feature or short, had been submitted for review to a legally constituted authority, and "Passed by the State Board of Censors" served as a defense against all criticism of the theatreman, whether based on race, color, or religious beliefs. Faced by individuals or by large or small organized groups, he could draw himself up with self-righteousness and state, "This picture has been judged and found acceptable by a legally constituted group chosen by your elected representatives. Why bring me your objections? Who am I to high-handedly place my judgment, or your judgment, above that of your legally appointed judges?" And he was legally right, too! What local constable, or police chief, would pit his judgment of what was or was not decent, or of what contributed to the delinquency of minors, or of a whole flock of other possibilities, against the established judgment of a qualified censor board? And, if he did, what local court would uphold him?

Secondly, and equally important in keeping in check the fringe producers and "fast buck" boys who play Johnny-one-note on sex and violence, has been the economic importance of most of the states where censorship applied. In the national distribution picture, it wasn't possible to overlook or forget states like New York, Pennsylvania, Ohio, Maryland, and Virginia, and still plan on dividends to the investors. And the producer never lived who was willing to go "dirty" and lose money doing it.

So, now that bureaucratic previewing and pre-censoring seems to be either entirely out-the-window or without the power to enforce its findings, the responsibility for what is shown on the screen of his theatre rests squarely on the shoulders of the theatre operator. With the removal of the bureau, local police and local courts, subject to the intimacy of local pressure groups, can harass even the best intentioned showman. On the judgment of some policeman, who possibly never graduated from sixth grade, prints can be confiscated and days lost. Dependent on local laws, fines can be imposed or theatremen can spend some days in the hoosegow. What is right or wrong is now a matter of exhibition, and the apprehension of wrong-doing a matter for the cops or the district attorney.

All of this may be good law and we certainly aren't defending censorship. But it certainly places the theatreman in a different legal position, and any that think of dipping into the new supplies of cheap sensationalism in order to build boxoffice grosses had better think again. The "fast buck" is surrounded with a little more personal danger than usual.

This is a matter of great importance, but one which each theatreman must watch for himself. Virtually every contemporary trade paper is now editorializing on this subject in an effort to alert their readerships. Certainly no theatreman wants to become the first example of the local prosecution that will most probably take place. So if any picture is questionable, insist on looking at it before you show it publicly. If you show it, it is "your baby" to defend.

Jay Emanuel

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CAN NEWS

(Trade Headlines Of The Issue)

Corporate

Howard Hughes sells RKO to General Tire and Rubber Company's Thomas F. O'Neil for $25,000,000 cash (page 5).

Distribution

Eugene F. Picker, UA vice-president, launches the company's international convention in Tokyo (page 7).

Exhibition

Commerce Department reports first rise in theatre admissions since 1946 (page 4).

Elmer C. Rhoden reveals that Audience Awards Poll nominations will be made public at an industry luncheon in Hollywood (page 6).

More than two million youngsters are being entertained this summer at special children's shows in 345 National Theatres houses (page 17).

Financial

AB-PT reports that its profit in the second quarter of 1955 is double that of a year ago (page 6).

S. H. Fabian, SW president, announces company profit rise for 39-week period to $1.01 per share (page 10).

International

Ten Canadian theatres are closed, with TV and bingo competition taking the blame; Warners' Leicester Square, London, is charged with violating quota requirements; Maurice Dassa, MGM Egyptian executive, dies (page 16).

Legal

The Government's 16mm. anti-trust suit is set for trial on Sept. 29 (page 6).

TOA counsel Herman M. Levy analyzes the effects of the Texas anti-trust decision in the I. B. Adelman suit (page 7).

Legislative

Toll TV forces map Congressional strategy; Skiatron's Arthur Levey hopes for favorable FCC action (page 5).

Mel Konecoff

Veteran director Arthur Lubin comments on his work overseas and is enthused over production possibilities in Israel; other metropolitan trivia is scrutinized by our correspondent (page 4).

Organizations

National Allied, dissatisfied over talks with distributors, decides to press for Federal regulation of trade practices (page 6).

TOA president E. D. Martin reveals the affiliation of Theatre Owners Association of Quebec, Inc., with his organization (page 10).

Production

MPAA rejects proposal to sponsor Academy Awards telecasts (page 5).

20th-Fox sets simultaneous premieres in New York and Singapore for "Love Is A Many Splendored Thing" (page 15).

This photo shows the long line outside Radio City Music Hall, New York City, on opening morning of the showing of Warners' "Mister Roberts."

NEW YORK
By Mel Konecoff

DIRECTORIAL COMMENTS: Arthur Lubin, veteran director, last week returned from three months abroad, having spent some time working on his latest feature, "Footsteps In The Fog," in London, which Columbia is to release in the fall; Barcelona for the U-I convention; Paris, Istanbul, Greece, Zurich, and Israel. He enthused about the possibility of doing a comedy feature in the latter country with Mrs. Wallace Reid having spent some time gathering material on a screen play in that country.

KONECOFF

While he has nothing set as to who will finance or distribute the film, he was working on a plan to possibly interest all companies who have frozen funds in the country and have the end result emerge as a possible all-industry release. He has been promised full cooperation by the Israeli government for the venture, and he thought to show the wonders of the country via the comedy mean. He would also like to make a feature in Istanbul and Greece.

In the countries he visited, Lubin reported that the only place he encountered any feelings that America wasn't doing right by foreign-made features was in England, with distribution still under par as to their releases. He opined that the primary reasons that English releases don't do well is because they are local in theme and not appreciated outside the country and because the dialects are limiting.

On the other hand, the foreign market for American features is very big, with Europeans in love with our releases, appreciating most the action, musicals, and westerns. The only complaint he ran into was that more research should go into the authenticity of costuming, events, and customs in period films which

(*Continued on page* 15)

BROADWAY GROSSES

(As of this Monday)

"Roberts" Leads Surge

NEW YORK—Business in the Broadway first-runs had an upsurge over the week-end, with Radio City Music Hall, the Roxy, the Criterion, Astor and Capitol all reporting above average business.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"We're No Angels" (Paramount). Paramount announced $33,000 for the third week.

"How To Be Very, Very Popular" (20th-Fox). Roxy claimed $27,551 for Friday through Sunday, with the opening week heading toward $54,000.

"Mister Roberts" (Warners). Radio City Music Hall had $105,000 in the till for Thursday through Sunday, with the second session sure to top $175,000.

"The Seven Little Foys" (Paramount). Criterion was holding steady with $30,000 in sight for the fourth week.

"Not As A Stranger" (UA). Capitol claimed $60,000 for the fourth week.

"Foxfire" (U-I) Globe expected the second and last week to tally $10,500.

"House Of Bamboo" (20th-Fox). Mayfair expected the last four days of the fourth week to reach $6,000.

"Summertime" (UA). Astor held steady at $35,000 for the fifth week.

"The Shrike" (U-I). Victoria expected the third week to reach $21,500.

"The Seven Year Itch" (20th-Fox). Loew's State looked for the eighth week to reach $19,000.

Admissions Rise

WASHINGTON—The Commerce Department reported last week that theatre admissions in 1954 showed the first rise since 1946. Last year Americans spent in the vicinity of $1,275,000,000 on motion pictures, compared with $1,692,000,000 in 1946, according to the Department's annual "National Income Number" of the survey of current business which summarizes major economic trends for the previous year.

In spite of the increase in general box-office receipts, the percentage of total recreation spending going to theatre admissions remained almost the same last year as in 1953 because of the steady rise in that spending category. Film admissions accounted for just over 10 per cent of total recreation spending, whereas in the 1920's and 1930's it was 20 per cent.

All branches of the industry contributed $964,000,000 to the total national income last year, compared with a peak of $1,133,000,000 in 1946 and a recent low of $839,000,000 in 1953. Payrolls amounted to $709,000,000, although industry employment continued to drop; the average person made more. There were 206,000 employes, off 3,000 from the previous year. Mean annual earnings per full-time employe rose to a record $3,244 last year, almost $200 more than in 1953.

Hughes Sells RKO For $25,000,000 Cash

General Tire and Rubber Company, Headed By Thomas O'Neil, Is New Owner In Largest Industry Transaction

LAS VEGAS, NEV.—In one of the largest cash financial deals in the history of American finance, Thomas F. O'Neil, head, General Tire and Rubber Company, purchased RKO Radio Pictures, Inc., last week from Howard Hughes for $25,000,000. The check for the transaction is slated to change hands this week.

The sale comprised the major producing and distributing company with extensive studio and production facilities in Hollywood and Culver City, Cal.; control of New York studios; access through part-ownership to producing facilities in Mexico City; 101 domestic and foreign film exchanges in a world-wide distributing system, and the facilities of RKO Pathe, Inc., and RKO Television, Inc. An extensive library of old films, possibly numbering 600 to 800, and several multi-million dollar unreleased new films were also involved in the deal. It was speculated that the films might be shown on television by General Teleradio, Inc., a General Tire subsidiary of which O'Neil is president, and that the studio facilities might be devoted in part or entirely to the production of TV films sometime in the future, although O'Neil announced that for the present RKO will continue to produce and distribute theatrical films. Not involved in the sale was the former holding company, RKO Pictures Corporation, the parent of RKO Radio Pictures, Inc.

According to the terms of the sale, employes need have no fear for their jobs. O'Neil said that he plans no personnel changes, although policy changes will be made to secure more extensive use of facilities. The acquisition of RKO is another step in the "aggressive" diversification program of General Tire, O'Neil reported. The company also owns the Mutual Broadcasting System, The Yankee Network, the Don Lee Broadcasting System, and radio and television stations in Boston, New York, Los Angeles, Memphis, and San Francisco. One of the conditions of the agreement, it was said, was that the new owners would continue operation of the studio which has been almost inactive for two years. If RKO production were returned to normal, it would provide welcome relief for exhibitors pressed by product shortage. RKO has only three features scheduled for release between Aug. 31 and Oct. 5.

In his first personnel appointment last week, O'Neil named Charles L. Glett to the executive staff of General Teleradio, to concentrate on the motion picture activities of the subsidiary. Glett is expected to head RKO production eventually, and to integrate that department as a division of Teleradio, and he will be responsible at present for getting the studio back into operation. Recently network service vice-president, CBS-TV, Glett has wide experience in production.

MPAA Rejects Proposal To Sponsor "Oscar" Telecasts

NEW YORK—A proposal to sponsor the telecasting of the Academy Awards nominations and the presentation of Oscars was rejected by the board of directors of the Motion Picture Association of America last week, following a similar stand taken earlier by the Association of Motion Picture Producers on the west coast. It had been estimated that the two telecasts would have cost approximately $900,000. Consideration of the project was the result of dissatisfaction in some industry quarters with the sponsorship of this year's awards.

Eric Johnston, MPAA president, presided at the directors' meeting, and reported on his recent Hollywood visit and on some facets of the foreign situation. He announced at the same time the appointment of Morris Everstein, Warners' legal department, to head the MPAA copyright committee, succeeding Adolph Schimel, U-I vice-president and general counsel, who was appointed recently to the chairmanship of the law committee.

Cohen Suggests One Tongue

NEW YORK—A suggestion to eliminate dubbing costs by making all films in a universal language, i.e., English, was made last fortnight by Columbia executive vice-president Jack Cohn as he returned here on the French Line's "Liberte" after six weeks abroad.

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Toll-TV Forces Map Congressional Strategy

WASHINGTON—The proponents of subscription television were reported last week to be arming themselves for a Congressional battle over the controversial proposal with confidence that they can emerge victorious.

Strategy to block federal legislation against the toll system was shaping up in many forms. One of the most important weapons appeared to be the willingness to remind Senators and Representatives that the theatre interests now concerned with preserving free TV for the home are largely those which persuaded them that admissions tax relief was necessary because of the competition of TV, that they are still the victims of home television, and that their dedication to its preservation is inconsistent. Other vital points of attack were expected to be the assertion that free TV is a smoke screen raised to hide the real intent to kill off in advance further TV competition, already charged by Zenith president Eugene F. McDonald, Jr., and that exhibition wants to develop theatre television at the expense of home TV, eliminating the various subscription systems before they can get under way, in order to establish their own "monopoly."

It was anticipated, in the case of a legislative fight, that the disparity between theatre prices for closed circuit TV shows and the proposed toll-TV tariffs would be emphasized by the system's proponents to show that the former covers a single admission, while the latter's price covers as many persons as can assemble before one set in the home. Further, attention could be directed to the fact that in the two years since the Federal Communications Commission opened its doors for exhibitors to petition for a theatre TV network, nothing has been done, with the result that this extends to withholding from the insolvent UHF and VHF stations the badly needed revenue of toll-TV.

Skiatron's Levey Hopes For Favorable Action

NEW YORK—Hopes for action favorable to subscription television by the Federal Communications Commission by the end of the year were expressed last week by Arthur Levey, president, Skiatron Electronics and Television Corporation, in a letter to stockholders, reporting on the current FCC status of the toll system.

Levey discussed the comments filed in response to the FCC's invitation, and asserted that many of those who filed opposing briefs fear that their selfish interests will be adversely affected by approval of toll-TV, citing in particular theatre owners and networks. The fact that letters received by Commission concerning the issue split about evenly was accepted by Levey as "encouraging."

Send In Your Audience Awards Nominations

Allied To Seek Government Aid; Distributor Talks Unsatisfactory

WASHINGTON—A decision to press for Congressional legislation regulating film rentals and other trade practices was reached last week by the National Allied board of directors at its meeting in the Hotel Statler. Displeased with the results of the recently concluded individual conferences with film company heads conducted by the joint Allied-Theatre Owners of America committee, the board announced that it is now "prepared and determined" to go ahead with the full program proposed by the Allied Emergency Defense Committee to seek relief for exhibitors.

The board's action was motivated by the belief that the measures for relief offered by distributors do not approximate a fair and equitable division of the box-office dollar between distributors and exhibitors as embodied in the EDC resolution. In general, the directors felt that the talks fell "far short" of expectations, and that virtually all exhibitors, large and small, require relief or adjustment of some kind to survive.

Allied general counsel Abram F. Myers, questioned after the meeting, ruled out the possibility of legislation being introduced to Congress in this session, and said that no decision had been made to try to arrange Senate subcommittee hearings during the recess. If a committee were involved, such as the judiciary, a bill would be a necessary basis for hearings, it was noted.

According to the board's statement, information acquired in Europe by National Allied secretary Julius Gordon and by Myers was expected to influence the thinking and attitude of Congress about the film rental regulation and to reassure those exhibitors intimidated by film company propaganda about the dire consequences to exhibition if such legislation is enacted. The directors asserted that in almost all European countries there is some form of government-imposed rental ceilings and in some what amounts to compulsory arbitration on rentals, and that under these regulations, and evidently because of them, the foreign exhibitor is prosperous. Allied is determined to find out, the directors said, if foreign quota restrictions are having the indirect effect of regulating production in this country and, if so, what the government intends to do about it.

The EDC resolution adopted by the board embodies four provisions, one of them calling for a petition to Congress for a bill regulating rentals. The others call for the dissemination among the Allied membership of accurate information and opinions about market conditions, the encouragement of independent film production to relieve the starved market, and for keeping the door open at all times for consideration of distribution proposals offered to relieve the intolerable conditions which have been forced upon exhibitors.

16mm. Anti-Trust Suit To Be Tried On Sept. 29

HOLLYWOOD—The trial of Government's anti-trust suit charging producers, distributors, and others with conspiracy to restrain 16mm. interstate trade was postponed last week, and will now be held Sept. 29 before Federal Judge Leon Yankwich, to whom it was transferred by Federal Judge Harry Westover, who had had jury trial set for Sept. 6 in his court.

The defendants named in the action are 20th-Fox, Warners, RKO, Republic, Columbia, Screen Gems, Universal, United World Films, and Pictorial Films, as well as Theatre Owners of America, which was named with four others as a co-conspirator.

AB-PT Doubles Net In Second Quarter

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., reported last week that estimated net operating profit for the 1955 second quarter was double the earnings for the same quarter last year, $1,438,000 or 32 cents per share on 4,119,542 common shares outstanding as compared with $715,000 or 14 cents per share on 3,967,496 common shares outstanding at the end of the same quarter last year. For the six months of 1955, estimated net operating profit was $3,355,000 or 77 cents per share as compared with $1,754,000 or 37 cents per share common in the like period of 1954, based on the number of shares outstanding at the end of each quarter.

Goldenson reported that theatre earnings were ahead for the six months. Theatre business was off slightly in the seasonally weak second quarter, principally because of a lack of sufficient number of good pictures released. A number of pictures to be released in the third quarter look very promising and the outlook is for good third quarter business, Goldenson said.

"The ABC Division in the second quarter as in the first three months of the year continued to operate at a profitable level, showing a marked improvement over 1954," Goldenson said. While there is a seasonal downturn in TV business in the summer months, Goldenson said that ABC is expected to do considerably better in the third quarter than it did last year. TV program sales already made for the fourth quarter are indicative of increased advertiser acceptance and ABC's continued growth as a major network. One of the new fall television shows will be produced by MGM. With Disney and Warners, MGM is the third major motion picture company to be associated with ABC-TV.

Send In Your Audience Awards Nominations

Poll Nominations Bared At Industry Luncheon

HOLLYWOOD—Elmer C. Rhoden, national chairman of COMPO's new Audience Awards Poll, last week announced that the first nominees for the national election will be made public at a combined industry and press luncheon today (July 27) in the Crystal Room at the Beverly Hills Hotel.

The initial voting by exhibitors, Rhoden said, is based upon pictures released from Oct. 1, 1954, to March 31, 1955, inclusive. Considering these dates, exhibitors have been asked to vote for 10 entries in best pictures, best performance by an actor, best performance by an actress, most promising new male personality, and most promising new female personality.

The July 27 luncheon is to be attended by approximately 300 people, Rhoden said, representing leading Hollywood press, industry leaders, and exhibitors.

Nominations for the second period close in August and for the third in October. Combined, the three periods for which the exhibitors are casting ballots will cover a full year of released pictures.

On the basis of these selections, the national public will be asked to cast its ballots in theatre lobbies, to determine final winners, during the public voting period, Nov. 17 to Nov. 27. Each ballot will have blank spaces for the names of write-in candidates.

The final winners will be announced in Hollywood early in December at an internationally publicized ceremony. Rhoden pointed out that all balloting by exhibitors is being tabulated by Price Waterhouse and Company.

Union Fined, Enjoined

NEW YORK—A consent judgment last week terminated a civil and criminal anti-trust proceeding of the Theatrical Truck Drivers, Chauffeurs, and Helpers, Local 817, International Brotherhood of Teamsters, and Edward O'Donnell, secretary-treasurer. Other defendants consented to a judgment in April and Local 817 entered a nolo contendere plea, and was in turn fined $2500 by the Federal District Court.

In 1953, the anti-trust division sued the union and four New York firms, charging that an attempt had been made to monopolize the moving of film and theatre scenery in the city. Companion criminal and civil actions were brought, and the four firms agreed to a consent judgment with the promise not to fix prices, allocate customers, and or carry on other activities. They also pleaded nolo contendere and were fined a total of $10,000. The union entered the no contest plea to the criminal suit and entered the consent judgment in the civil suit, which will bar the unions from future price-fixing agreements.

Directors Must Own Stock

WASHINGTON—A Paramount report to the Securities and Exchange Commission last fortnight revealed that a new by-law adopted by the board requires each Paramount Director to own beneficially at least 100 shares of the company's common stock. Another by-law change reduced the required quorum to six.

UA Foreign Conclave Is Opened By Picker

TOKYO—Opening the United Artists' international convention here last week, distribution vice-president Eugene F. Picker, presiding with vice-president Max E. Youngstein, told UA executives and representatives from the U.S. and 11 foreign countries that the company's grosses in the Orient and Australia for the first six months of this year exceed those of the comparable 1954 period by 80 per cent, representing the highest returns in these areas since UA was founded in 1919. Picker predicted that the quality product slated for foreign release later this year would boost 1955 grosses a full 100 per cent over those of 1954.

Youngstein disclosed to the conclave in the Imperial Hotel that more than 100 important features will be available for world-wide distribution in the next three years as the result of recently consummated distribution agreements bringing the industry's foremost directors, producers, stars, and writers into the UA fold. Thirty features will be released in the area in the next twelve months, he said.

Messages of greeting to the delegates were received from UA board chairman Robert S. Benjamin and foreign department general manager Louis Leber, citing the company gains of the last few years and emphasizing forthcoming product. Among the many Far Eastern industry leaders present were key executives of the Shochiku Company, the largest Japanese production, distribution, and exhibition combine, including president Shiro Kido, managing director Shuichi Yamakazi, and members of the board and sales force. UA foreign executives were led by Japan manager Milton Schneiderman, Conrade de Jesus, manager, Philippines; John W. Neal, manager, Thailand; Richard Guardian, Hong Kong supervisor; Morton Raven, acting manager, Singapore; Constantin Golden, representative, Indonesia; Ron Michaels, manager, Australasia; Harry Gribble, manager, New Zealand; Terry Linder, representative, India; Chow Li-Change, manager, Taiwan, and H. Baigehamed, Pakistan distributor. Far Eastern distribution plans for the next year were set by Andy Albeck, home office staff.

The Tokyo conference, the second in UA's global sales meetings, will be followed by another convention in Latin America this fall.

Gibraltar Exchanges Set

HOLLYWOOD—Returning last week from a nine-week nationwide tour, Sam Nathanson, president, Gibraltar Motion Picture Distributors, Inc., announced the establishment of exchanges in 24 cities to handle five films which the company now has in release.

The exchange offices have been set up in Dallas, Oklahoma City, New Orleans, Memphis, Atlanta, Charlotte, San Francisco, Los Angeles, Seattle, Portland, Denver, Salt Lake City, St. Louis, Chicago, Detroit, Cleveland, Washington, Philadelphia, New York, Boston, Albany, Buffalo, New Haven, and Cincinnati.

TOA's Levy Analyzes Effects Of Texas Anti-Trust Decision

NEW YORK—The significance and importance to all theatremen of the Texas jury verdict in the I. B. Adelman anti-trust suit was analyzed last week by Herman M. Levy, general counsel, Theatre Owners of America, who opined that the decision has the potentiality of being one of supreme industry importance. Adelman brought his suit against Interstate Theatres and eight major distributors seeking $2,436,000 in treble damages, representing $500,000 for the alleged forced sale of the neighborhood Dolman, Houston, and $312,000 for alleged conspiracy to deny first-run product, and the jury returned a verdict of $20,000 in Federal Court, which set a hearing for Aug. 22 on the matter of equitable relief.

LEVY

Levy stated that it is "difficult to set forth the full meaning of the decision because it was rendered by a jury . . . there was no memorandum of decision of a judge by which to be guided. However . . . the gist of the . . . claim was that he (Adelman) had an adequate house for the showing of first-run pictures, but that he was denied the opportunity to negotiate for first-run as against the downtown theatres . . . " The attorney recalled the Crest case in Maryland in which the U. S. Supreme Court refused to upset a lower Court's decision that a suburban house was not entitled to negotiate first-run, which would appear to be in conflict with the Texas decision. But a distribution attorney explained that the Texas theatre was not really a neighborhood one in the sense that the Maryland one was and that first-run of some art and foreign product was granted to another house near Adelman's without affording him the opportunity to get those films or films not restricted to art exhibition.

The Aug. 22 hearing set for Adelman's request for injunctive relief compelling distributors to permit him to bid competitively for first-run product will be determined by the judge, not by a jury, Levy pointed out. This interesting and important item is one of the few instances where an exhibitor has threatened litigation or went to court to compel the use of competitive bidding.

Federal Judge Lamar Cecil, who presided over the trial, set the injunction hearing for Beaumont, Tex.

Wallace Heads Crescent Board

NASHVILLE—Jo Wallace, a bank officer and lumber dealer, was elected chairman of the board, Crescent Amusement Company, at a meeting last week, which left the office of president open indefinitely. Kermit Stengel, former president, resigned in June. It was also revealed that Mrs. Tony Sudekum, widow of the founder, has resigned as a director and is now traveling abroad.

Directors reelected were Mrs. R. E. Baulch, Howell Campbell, Sr., and William F. Holman.

Commission Recommends Local Admission Tax Administration

WASHINGTON—A recommendation that the federal and state governments surrender the admission tax to local legislative bodies, or at least allow local admission taxes to be credited against state or federal taxes, was made public recently by a special advisory committee of the Commission on Intragovernmental Relations, headed by former Louisiana governor Sam H. Jones, and including mayors and other public officials from across the country, as well as public opinion expert George H. Gallup.

The Commission, created by the President and Congress to study problems existing between state, federal, and local governments, made its report and was dissolved June 30, asserting that there is no easy solution to the problem of overlapping taxes, but maintained that the admission tax can be effectively administered locally.

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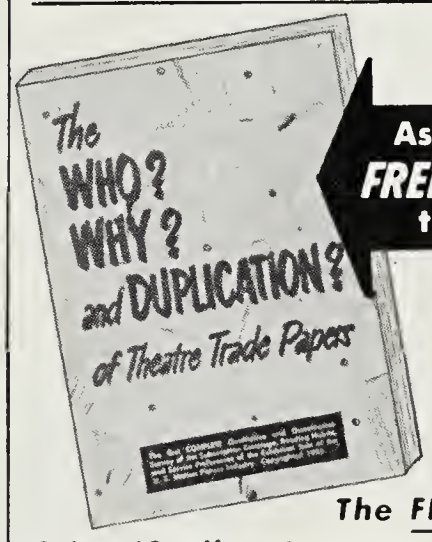

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THE STORY TOKYO COULDN'T HIDE...WASHINGTON COULDN'T HOLD BACK!...
How the U.S. MPCI and the Japanese Security Police used a Kimono girl to smash the Tokyo underworld!

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HOUSE OF BAMBOO

CINEMASCOPE
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ROBERT RYAN · ROBERT STACK · SHIRLEY YAMAGUCHI
CAMERON MITCHELL with Brad Dexter · Sessue Hayakawa
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BUDDY ADLER · Directed and additional dialogue by
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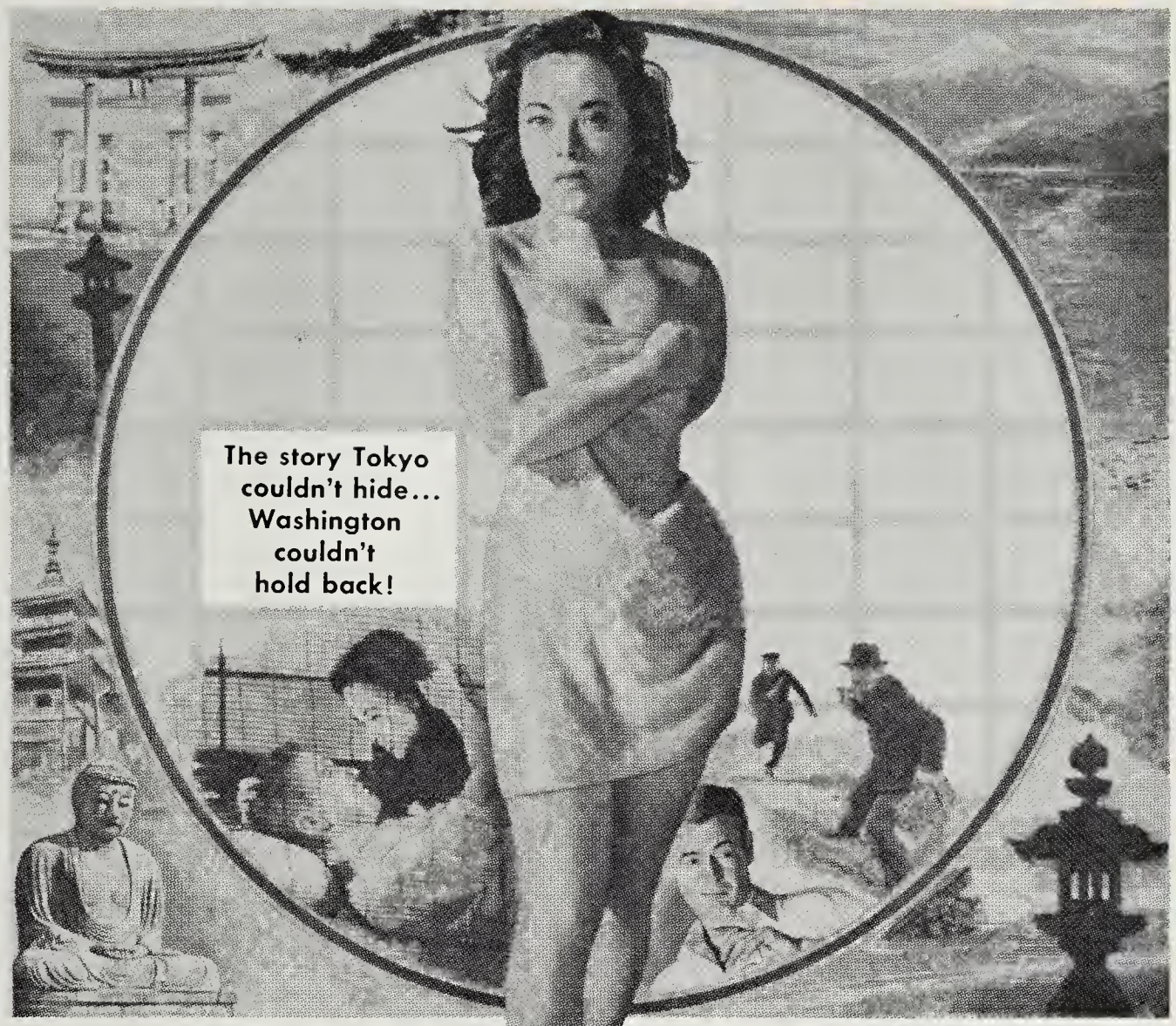
"Will do as much for Tokyo as 'Three Coins in the Fountain' did for Rome!"

—*Dorothy Kilgallen*



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HOUSE OF BAMBOO

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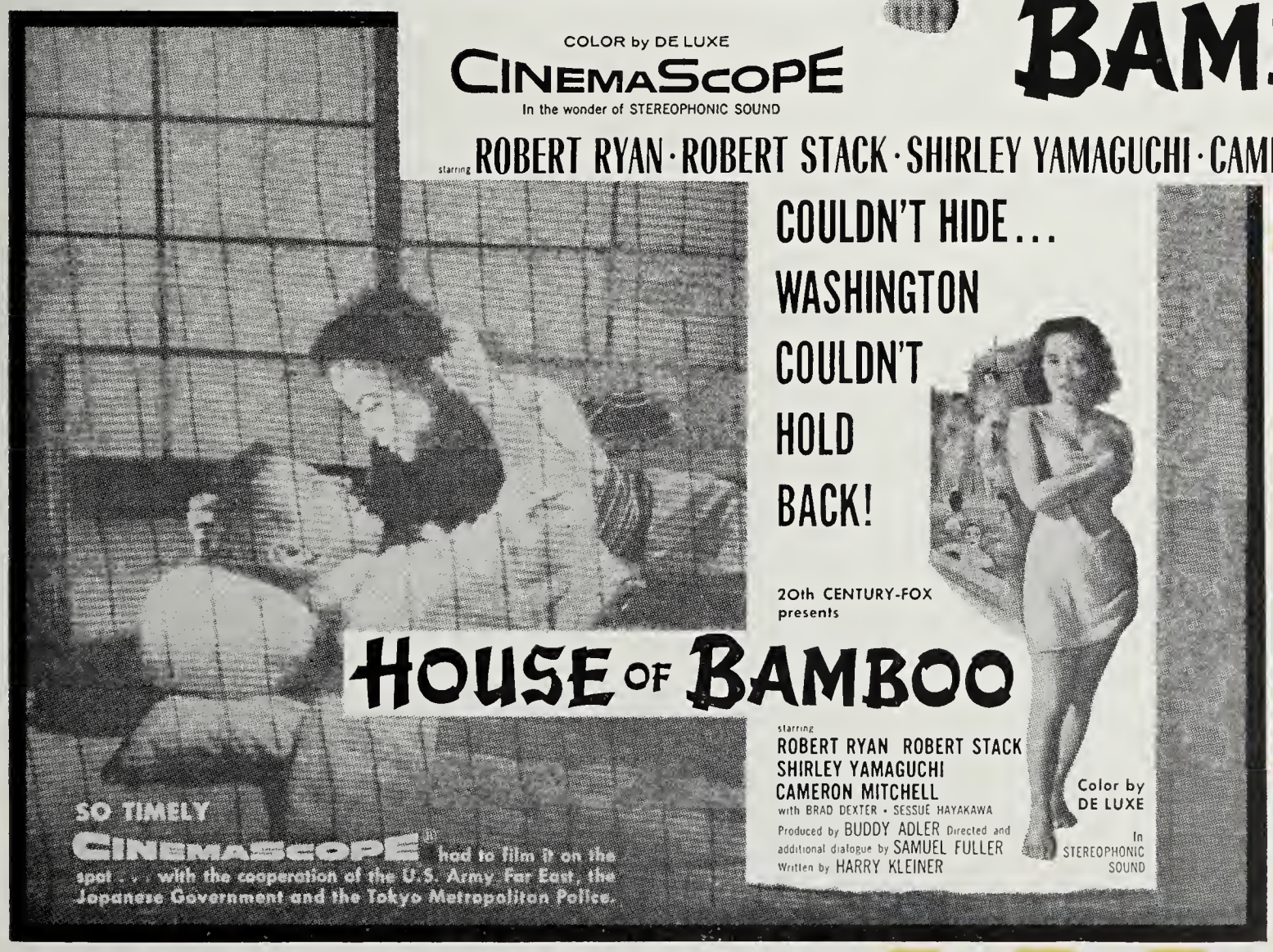
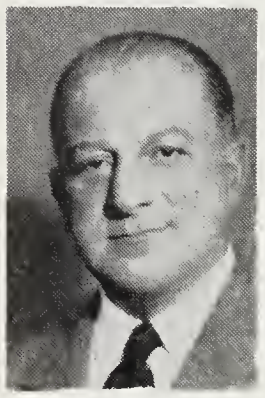


"It's a pleasure to do business with 20th!"

Fabian Reports SW Profit Rise To $2,222,000 Or $1.01 A Share

NEW YORK—S. H. Fabian, president, Stanley Warner Corporation, announced last week that Stanley Warner Corporation and subsidiary companies for the 39 weeks ending May 28, 1955, showed an operating profit of $5,270,700 before losses arising from the sales of fixed assets and provisions for contingencies and Federal and Canadian income taxes. The operating profit computed on a similar basis for the 39 weeks ended May 29, 1954, amounted to $2,614,100.



FABIAN

The net profit after all charges for the 39 weeks amounted to $2,222,000, equivalent to $1.01 per share on the common stock outstanding, as compared with a net profit of $1,495,000 for the same period last year, equivalent to 64 cents per share on the common stock then outstanding.

Included in the expenses for the 39 week period ended May 28, 1955, were charges for depreciation and amortization totaling $3,373,800 which compares with similar charges of $2,328,100 for the corresponding period last year. Theatre admissions and merchandise sales, rents from tenants, etc., aggregated $68,630,600 for the current 39 week period, which compares with $44,236,400 for the comparable period last year.

A loss of $123,600 was sustained on sales of fixed assets as compared with a profit of $80,800 from similar sales during the same period last year. The provision for contingencies amounted to $75,000 as compared with a charge of $100,000 last year. Provision for estimated Federal and Canadian income taxes amounted to $2,850,000 in the 1955 period as compared with $1,100,000 for the 1954 period.

Stanley Warner Corporation operates approximately 275 theatres in the United States and is the producer and exhibitor of Cinerama pictures. One of Stanley Warner's wholly owned subsidiaries is International Latex Corporation, a leading producer of girdles, bras, Latex gloves, and infants wear, sold under the trade name, "Playtex." The income statement includes only the operations of International Latex Corporation subsequent to the date of its acquisition, April 30, 1954.

Rhoden Buys NT Shares

NEW YORK—A Stock Exchange report revealed last week that National Theatres president Elmer C. Rhoden has acquired 46,000 shares of NT common stock. Rhoden bought 10,000 shares to increase his direct holdings to 34,800 shares, and purchased 36,000 shares to increase the holdings of Rhoden Investment of 38,000 shares.

American Broadcasting-Paramount Theatres comptroller and assistant treasurer James L. Brown, the report also stated, acquired 1500 common shares of AB-PT on stock option.

Bob Coyne, COMPO, recently explained the workings of the Audience Awards movie poll to Samuel Pinanski, Charles Kurtzman, Edward Lider, and Martin J. Mullin at the Hotel Bradford, Boston, and a large group of New England exhibitors and distributors.

Warners Launches TV Program

HOLLYWOOD—Production was underway last week on the first of thirteen "Casablanca" television films for the forthcoming "Warner Brothers Presents" series on ABC-TV, due to bow over the coast-to-coast network September 13.

The Warners' program will feature three series of films, each taking its title from a noteworthy Warners release, "Casablanca," "King's Row," and "Cheyenne." The weekly presentations will be self-contained stories, and a minimum of six minutes of each program will be devoted to a segment dealing with behind-the-scenes activities at the studio.

Lab Strike Threatened

NEW YORK—A request for permission to strike against eastern laboratories reached the desk of IATSE president Richard F. Walst last fortnight from Local 702, Motion Picture Laboratory Technicians Union, which voted the walkout after turning down employers' offers of a 12½ cent wage increase and a $4 weekly fund contribution for each employe. Failure of management to agree to a demand for a three-week paid vacation was said to be the principal reason for rejection of the offer.

James R. Grainger, RKO president, for the first time since joining the company, is having a sales drive held in his honor.

Quebec Exhibitor Unit Affiliates With TOA

NEW YORK—E. D. Martin, president, Theatre Owners of America, announced recently the affiliation of the Theatre Owners Association of Quebec, Inc., founded a little over a year ago, representing independent exhibitors in the Montreal area. E. N. Tabah, president, and J. H. Strauss, chairman of the executive committee, attended TOA's combined board of directors and executive committee meetings last February in Washington. Subsequently, Alfred Starr addressed the first annual meeting of the Association and the organization was welded into a solid group through the efforts of Tabah and Strauss. The association, representing 120 theatres, has extended membership invitations to all exhibitors, large and small.

Formal acceptance and induction by the TOA board of directors of the newest affiliate will be one of the highlights of the 1955 Annual Convention.

The officers of TOA have long advocated world organization. This affiliation marks the first step toward this aim of international unity. Martin has extended a personal invitation to all the new members to participate in all TOA activities and functions. Delegates from Canada and other foreign countries will be represented at the Los Angeles Convention, Oct. 6-9, at the Biltmore Hotel.

Under consideration at the convention will be the possibility of TOA membership in the Union International de l'Exploitation Cinematographique. An invitation to UIEC officers to attend the convention has been forwarded. I. Gemini, president, and other key officers are expected to attend.

Shea Managers Transferred

NEW YORK—The Jamestown Amusement Company last week announced several transfers of key manager personnel on the Shea Circuit through president and general manager Gerald Shea.

Joseph W. Scanlan, former manager of the Shea operations in Zanesville, O., took over the management of the Fulton, Pittsburgh, it was revealed. Other changes announced were: Dale F. Tysinger, manager, Ashtabula, O., to manager, Zanesville; Durward Duty from manager, Marietta, O., to manager, Ashtabula; Dale C. McCoy from manager, Cambridge, O., to manager, Marietta; Lee McFerren from assistant manager, Fulton, Pittsburgh, to manager, State, Conneaut, O.; Bob Ellison from assistant manager, Newark, O., to the staff of the Fulton, Pittsburgh; Don Parker from the Fulton staff, Pittsburgh, to the Newark staff under Bill Gilliam; William E. Kibrige from manager, Park, Westfield, Mass., to manager, Cambridge, O., and Harry Buck from manager, State, Conneaut, to manager, Park, Westfield. Most of the reassignments were effective last week.

MPEA Names Hochstetter

NEW YORK—Appointment of Leo D. Hochstetter as far east manager, Motion Picture Export Association, was announced last week by Eric Johnston, president.

Universal-International presents

JOAN CRAWFORD
JEFF CHANDLER

with

Female on the Beach

CO-STARRING

JAN STERLING

WINNING ENTRY

"Prom Night" Promotion Cops Fourth "Sweepstakes" Contest

PHILADELPHIA—Contest number four in SHOWMANSHIP SWEEPSTAKES has been won by Aaron Gardner, manager, La Porte, La Porte, Ind.

A tabulation of the voting shows, with all due respect to other entries in the July 27 running, that Gardner's "Prom Night" civic promotion ran way ahead of the field.

Walter Reade, Jr., Walter Reade Theatres, Oakhurst, N. J., one of the 54 theatre executives acting as judges of the contest, was so enthused over Gardner's entry, that he commented, "I am only voting for one this week. This fellow has no competition."

Another judge, A. Fuller Sama, Jr., Statesville Theatre Corporation, Statesville, N. C., says, " 'Prom Night' should fit into most towns as a service as well as good will builder par excellence."

Gardner's $100 check is on its way to him.

PROM NIGHT

Submitted by Aaron Gardner, manager, La Porte Theatre, La Porte, Ind.

1540 seats • 70 cents top adult admission Family patronage

This event was started several years ago by the theatre; and has grown in importance each year, until this year it reached an all-time high in importance in school and civic affairs.

Prom Night originated as a civic good will builder. The whole idea is to give the high school juniors and seniors something to do after their regular prom dance and thus keep them under control, off the highways and preventing possible accidents.

The students, after their regular prom, gather at the local Moose Hall, and at midnight are brought to the theatre in private cars, furnished by car dealers. At the theatre they are greeted by City, School officials and a Master of Ceremonies.

The theatre is decorated to simulate a Hollywood premiere, complete with red carpets and giant search lights. Thousands of parents and friends gathered outside the theatre to watch the proceedings, with the theatre most certainly the center of attraction for this entire event.

Scene outside the La Porte, La Porte, Ind., as students arrive for special premiere arranged by manager Aaron Gardner, the local Chamber of Commerce, and other groups for "Prom Night."

Each couple are interviewed as they enter the theatre and these interviews are made by the master of ceremonies over a public address system and are taped at the same time and played on the local radio station the following day.

Inside the theatre, the students are seated by ushers dressed in tuxedos. These ushers are members of various service organizations.

The students are treated to a first-run film and suitable short subjects, a two hour show. The feature being one never before shown in La Porte.

After the theatre party the students are again picked up by limousines and taken back to Moose Hall, where they are fed a wonderful meal and are entertained with a dance band and several professional vaudeville acts, with this all having the atmosphere of a night club.

The event ends about 5.30 or 6.00 a.m. As a result we have kept over 400 students busy for the entire night, kept them off the highways, and, perhaps, saved a few lives.

Prom Night requires a lot of work and money. It is sponsored by the Chamber of Commerce and the event is worked out by a committee composed of members of each organization in town plus the theatre manager. These committee members, in turn, appoint various jobs to members in their organization, and in this way everyone gets into the act. The students themselves participate in the planning and pay for the event at the rate of $3 per couple. Strangely enough the students look forward to this event and have no feeling that they are being controlled. To them it is the BIG night of their Junior-Senior years.

Moneywise the theatre receives a flat $100 for the use of the theatre. This is supplemented by a tremendous concession business. All employes contribute their services, so actually all the expense the theatre has is film rental and power.

The affair, due to the importance of the people involved, receives tremendous publicity in the local press, with just reams of copy and photos used on all phases of the event. The La Porte Chamber of Commerce has furnished written appreciation to the theatre for its cooperation, and the La Porte Herald-Argus had a lead editorial favorable to the event, saying: " . . . If the activities for the prom-goers after the prom becomes as traditional as the prom itself a good many parents here will feel much easier in their minds each year when their sons and daughters, happy and eager for the fun which the auditorium brings, leave for the prom . . . This is a co-operative effort which has as its only goal the providing of a safe and happy time for the teen-agers during the remainder of the prom night . . . "

$HOWM $WEEPS

1955-56 SERI

RUNNER-UP NUMBER 1

MISS CINDERELLA

Submitted by Earl Arnold Rialto, Allentown, Pa.

1600 seats • 85 cents top adult admission General patronage

Three days prior to the arrival of MGM's "The Glass Slipper" float, the Call and Chronicle newspapers carried stories of it's coming to town and the selection of Mrs. Jeanette Smith as "Allentown's Cinderella" due to the fact that Mrs. Smith had won the title of Mrs. Lehigh Valley for national competition in the Mrs. America contest made her a popular choice.

With a police escort, a Ford thunderbird and three flashy Ford convertibles, promoted from a local motor dealer, escorted by 13 Allentown High School Majorettes costumed as mice, "Cinderella" attired in royal robe and wearing a crown, occupied central spot on the Glass Slipper float; her throne being the Glass Slipper. The 13 Majorettes were decked on the top of the three Ford convertibles. Placards announced the coming of "The Glass Slipper" to the Rialto. The ballyhoo street parade was held from three to five thirty p.m.

En route, the parade stopped at the United Gas Improvement Company, where Cinderella was presented with a $300 (Mrs. America) gas range for winning the Mrs. Lehigh Valley contest. Next stop was at City Hall, where the Mayor mounted the float to present Cinderella with a large gold key to the City of

ANSHIP TAKES

nalists In Contest No. 4

Allentown. This event attracted hundreds of spectators.

Another stop was at a local shoe store, where Cinderella was fitted to slippers and pumps of her choice which were presented to her with the store's compliments. The fittings were photographed and the store ran a 3 x 9 co-op ad with the picture publicizing the Glass Slipper at the Rialto.

At the conclusion of the parade, the float was on exhibition in front of the theatre for the evening. Cinderella and the 13 Majorettes were escorted to one of the town's best restaurants, for an eight-course dinner. The entire affair was broadcast over WEAB with a 10-minute interview with Mrs. Lehigh Valley and numerous plugs for the picture. This event was plugged for four days by the "Lounge's" master of ceremonies.

A Cinderella gown give-away was worked along the lines of "Who will be Allentown's Cinderella Bride" with a drawing for a $160 evening or bridal gown given away free by a local merchant, with other merchants distributing some 25,000 tickets. Window display co-op ads were also used.

Total giveaways were a gas range, valued at $300; a Cinderella gown, $160; shoes, $45; dinners, $28; printing, $56; blow-ups, $22.50; signs and art work, $20; special trailer, $10.34. The theatre for the cost of a trailer, $10.34, thus obtained value totaling $631.50, and the picture grossed 90 per cent.

RUNNER-UP NUMBER 2

MERCHANTS' MATINEES

Submitted by Elstun Dodge
Elstun Theatre, Cincinnati, Ohio

485 seats • 50 cents top adult admission
Family patranage

We are now in our third week of a "Merchants' Matinee" promotion that is proving very successful and should continue so indefinitely.

Each week I sell the merchants, many of them advertisers on my monthly pin-up cardboard program, whose ads cover printing of same, 100 tickets for a flat fee of $3 per merchant. I advise them to be generous with them and offer each customer at least two, as they can call on me if the supply runs out. A window card accompanies the passes, which reads "This ticket will admit one free of charge at the Elstun Theatre, Mt. Washington, Saturday Matinee only (date) 2 shows starting at 2 p.m. and 4 p.m. This ticket presented through the courtesy of (name of merchant)."

It took an average of 15 minutes to sell each merchant the first week and after that just a minute to present the bundle of "tickets" and ask if he wanted to continue. The third week I reduced the price to $2 voluntarily to keep the promotion going in high gear; and used the excuse that I had so many additional subscribers that I could now reduce the price.

The trick to this is in having a different picture on Saturday matinee than the film shown at night. For example, a recent Saturday matinee feature was "Pride Of St. Louis"; and the evening features were "Three For The Show" and "Killer Ape."

As a result of this promotion, which amounts to the merchants subsidizing two matinee shows on Saturday afternoons, we are selling about 400 bags of popcorn and approximately 730 bars of candy and $8 worth of soft drinks.

The same idea, I believe, could be worked just as well for a mid-week evening show.

RUNNER-UP NUMBER 3

CAGNEY CONTEST

Submitted by M. A. Cooper
Cove Theatre, Glen Cove, L. I.

1550 seats • $1.25 top adult admission
General type audience

With a recent feature starring James Cagney we rigged up a lobby board with copy announcing the contest surrounded by stills from many films in which the star appeared. The idea of the contest was "How many films in which James Cagney appeared can you name?" The house staff helped create the 40 x 60 board and 25 free guest tickets were presented to the persons naming the most features in which the star previously appeared.

Judged by the entries received the stunt was quite a success and surely aroused plenty of interest in both the star and his current film.

To plug the contest free publicity was obtained in nine area newspapers; daily free announcements were obtained on radio station WKBS; large signs were planted near check-out counters of two super markets; the outside frames and marquee of the old Glen Theatre were utilized; a library window carried a 22 x 28 card; other special cards were made up, mentioning the contest, and spotted in restaurants, the taxi booth near the railroad station, and in an empty store front.

In addition the contest was plugged via a lobby turntable with colored stills and inserts used.

Aldo Ray, Humphrey Bogart and Peter Uztinov, likeable "devils" on Devil's Island, in Paramount's "We're No Angels," get a glimpse of some feminine intimacy being performed here by Joan Bennett. Paramount has posted $500 for the best campaign an the film submitted by an entrant placing first with it in SHOWMANSHIP SWEEPSTAKES in one of the weekly judgings during the 13-week period from July 20 to Oct. 12. This makes "Angels" worth $600 to whoever knocks off the cash prizes.

RUNNER-UP NUMBER 4

GET ACQUAINTED PASSES

Submitted by Richard De Bow
Trans-Lux 85th Street Theatre
New York City, N. Y.

540 seats • 90 cents top adult admission
Upper middle class patrons

The area surrounding this theatre is teeming with construction of new apartment buildings, and to acquaint these new neighbors to our fine chain of theatres, the following tie-up was effected:

An organization called "Welcome Cart" is visiting these new residents, having an annual rental of from $1500 upward. They are presented a card from Trans-Lux Theatres and Flatiron Maid Service, which entitles them to free admission to any of our theatres.

When the pass is presented, the patron is welcomed without charge. Each pass when presented to Flatiron Maid Service by the theatre receives 25 cents from them. This company has paid the entire cost of printing, postage, etc.

BETTER MANAGEMENT DEPARTMENT

George Nonamaker
Editor

DUE TO PRINTING exigencies, we are usually two weeks ahead of you all in SHOWMANSHIP SWEEPSTAKES. In other words, as the winner and runners-up of contest four are being announced in this issue of MOTION PICTURE EXHIBITOR, entries in contest five are right now in the process of being judged and entries in contest six are getting set in proof form ready to go to the judges next week.

NONAMAKER

A recent flood of entries has attested to the popularity of the contest. All will be given due consideration and processing here.

What we would like to see, however, are some entries on the three features on which film companies have posted extra money for campaigns adjudged best in their own category, as well as a winner in one of the SWEEPSTAKES. This, as you surely know by this time, will give you a return of $600, instead of $100.

The films now with money on the line are Columbia's "It Came From Beneath The Sea," Paramount's "We're No Angels," and U-I's "The Private War Of Major Benson."

The expiration dates for entries on these specific pictures are stated elsewhere on these pages. We'd like to see some of you fellows directing your efforts along those lines and copping this extra dough. It's around for the grabbing.

—NONAMAKER.

Vote Now In Audience Awards

Contest Winners Say Thanks; Predict Flood of Entries

PHILADELPHIA—Sid Kleper, Loew's College, New Haven, Conn., winner of the first SHOWMANSHIP SWEEPSTAKES, has written a note of thanks; and states that "this type of contest is acceptable to any theatre situation, and I am sure that before many weeks pass, the problem of judging is going to become acute, due to the thousands of entries."

From up Canada way, second winner Mel Jolley, manager, Century, Hamilton, Ontario, in acknowledging receipt of his check for $100, extends best wishes for the continuation of the contest with its generous prizes, and threatens to become a contestant again and again.

Pet Show Boosts "Lady"

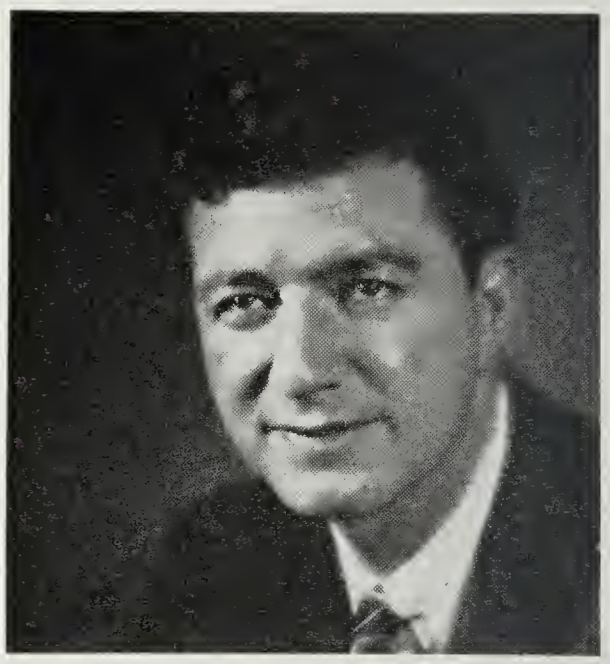
NEW YORK—As an aid in the publicity campaign for Disney's "Lady And The Tramp," the Roxy last week joined with the Police Athletic League in the co-sponsorship of a "Lady and the Tramp" pet show for boys and girls from five to 13. The show, held at the Kilpatrick Youth Center in upper Manhattan, brought forth approximately 150 entrants. Judging of cats, dogs, goldfish, etc., was conducted by Deputy Commissioner James B. Nolan, president, PAL; Roxy manager William L. Miller; and Charles Levy, director of advertisiing and publicity for Disney. As a tiein, a color painting of a scene from the film was given to the owners of the dogs most resembling "Lady" and "Tramp."

"It" Draws Attention

MINNEAPOLIS—Robert Whalen, RKO Orpheum, recently used stunts extensively in his own campaign for Columbia's "It Came From Beneath The Sea." He got hold of an ambulance and sent it around town bannered with a message that it would be in attendance at the theatre during the run of the thriller. He also tied up with a beauty salon and set up a display complete with beauty operator to dye the hair of anyone "whose hair turns white" upon seeing "It." Even the cashier's cage wasn't free from gimmicks, as Whelan placed a bottled octopus on display alongside the change box.

A tense moment in Columbia's science-fiction thriller, "It Came From Beneath The Sea," is when sailors on a tramp steamer come in contact with the huge sea beast. Columbia has offered $500 for the best campaign on the film submitted by anyone who places first with it in SHOWMANSHIP SWEEPSTAKES in one of the weekly judgings during the 13-week period from July 13 to Oct. 5. This makes "It" worth $600 to whoever knocks off the cash prizes.

Mel Jolley, manager, Century, Hamilton, Ontario, Canada, above, was winner of SHOWMANSHIP SWEEPSTAKES contest two; while Ted Kirkmeyer, manager, Ogden, Ogden, Utah, below, won first prize in contest three.



$$$-ADDITIONAL PRIZES-$$$

While $100.00-per-week will be awarded each and every week throughout the year by the SHOWMANSHIP SWEEPSTAKES editors, certain film distributors will past from time to time additional CASH PRIZES ta focus attentian an a particular picture. Such CASH PRIZES must be pasted until wan, during a maximum periad of 13 weekly issues, and if nat won during that time will be withdrawn. Ta win these CASH PRIZES, the entrant must *first* win the $100.00 SHOWMANSHIP SWEEPSTAKES Award. Should the winning pramotianal effart invalve a picture that has a CASH PRIZE posted, the winner gets this latter prize fram the Film Distributor as *an added bonus.*

COLUMBIA PICTURES CORP.
$500.00 on—
"IT CAME FROM BENEATH THE SEA"
(This Prize Offer expires Oct. 5)

PARAMOUNT PICTURES
$500.00 on—
"WE'RE NO ANGELS"
(This Prize Offer expires Oct. 12)

UNIVERSAL-INTERNATIONAL
$500.00 on—
"THE PRIVATE WAR OF MAJOR BENSON"
(This Prize Offer expires Oct. 19)

Konecoff

(*Continued from page 4*)

are particularly noticeable to European viewers.

Questioned as to whether America should follow the Israeli procedure of having government subsidation for film-making, he replied that he wouldn't like to see it here, rather leaving the emergence of better quality to stiffer private competition.

Lubin left for the coast soon after to discuss future projects with U-I and Columbia executives and to prepare for the filming of "Ghost Of Drury Lane," which he will direct in London for Mike Frankovich after the first of the year, with a possible Columbia release in the offing.

THE METROPOLITAN SCENE: All 9,791,574 readers of the Sunday supplement, "American Weekly," were able to get their fill of Miss Shirley Jones who stars in the Todd-AO deal "Oklahoma" when a piece on her appeared recently. . . . Ralph Budd, personnel director for Warners, has begun a series of lectures entitled "What is a Motion Picture?" before Rotary, Kiwanis, Lions Clubs, Chambers of Commerce, and other community groups in the metropolitan area. The whole biz of pix making is gone into but we don't know which of the Warners films is getting the plugs as we didn't hear Buss. This is all hearsay. . . . Cute card in from Jerry and Patti Lewis from Florida where they were vacationing. . . . Okeh pressbooks in on "House Of Bamboo," "The Gun That Won The West," "Ain't Misbehavin'," "One Desire," and "Francis In The Navy." . . . Super mailing piece out on Jack Webb and his latest film "Pete Kelly's Blues" by Warners. . . . The first 1500 patrons arriving at the Roxy last week for the opening of "How To Be Very, Very Popular" were lucky enough to receive free recordings of Teresa Brewer singing the song of the same name. Gee dad, it's a Coral Record. . . . While on the aforementioned film, a contest was held with winners of the best letters on the subject, "What in your opinion is the best way to be very, very popular?" getting all sorts of prizes. Some of the letters should be in the lulu category. . . . Ten more exhibitors have been singled out for mention in the pressbook on "Pearl Of The South Pacific" for feasible low cost promotion ideas.

Warners Title Challenged

NEW YORK—Court action was threatened last week over the title of Warners' forthcoming release, "The Court Martial Of Billy Mitchell." According to an announcement by Edward Kingsley, U. S. distributor for "Court Martial," a Remus Productions, London, film, an injunction will be sought to restrain Warners from further use of the title unless the company "voluntarily" relinquishes it. Kingsley asserted that Remus registered the title with MPAA well over a year ago, and that the producer's claim to it was further protected under the Production Code Administration seal accorded the picture last May 9.

This Was The Week When.....

More than 70 U.S. Senators attended a special preview of United Artists' "The Kentuckian" in Washington's Ontario, as a tribute to Senator Alban W. Barkley of Kentucky. . . . The world premiere was set for Paramount's new Hitchcock thriller, "To Catch A Thief"; it will be in Philadelphia's Trans-Lux, Aug. 2, for the benefit of the Women's Medical College of Pennsylvania. . . . "I Am A Camera" was set for a world premiere in the Mayfair, Asbury Park, N. J., Aug. 4, to be followed by a New York run in the Little Carnegie starting Aug. 8. . . . United Artists unveiled "The Kentuckian" in Chicago's Chicago.

The directors of the American Enka Corporation declared a regular quarterly dividend of 40 cents a share on common stock, payable Sept. 26 to holders of record Sept. 12. . . . 20th-Fox revealed plans for an invitational world premiere for "The Deep Blue Sea" in London's Carlton, late next month. . . . A long-term deal was closed by Casino Film Exchange to distribute German product to the Paramount, Akron, O. . . . Betsy Blair was named Actress of the Year by the Catholic Society of Arts and Letters for her co-starring role in United Artists' "Marty." . . . Republic slated the world bow for "The Divided Heart" at New York's Trans-Lux Normandie, Aug. 3.

Webb To Tour For "Kelly"

NEW YORK—Jack Webb will launch what is said to be the biggest and fastest personal appearance tour in the history of the entertainment industry.

Webb begins a tour of the United States and Canada July 27 for openings of Warners' "Pete Kelly's Blues." The coast-to-coast flying tour will include more than 30 major cities in the United States, and several principal cities in Canada.

Kickoff of the tour, which will cover more than 12,000 miles, will begin in San Antonio, Tex., and will end in San Francisco Sept. 1.

"We plan to spend every moment not utilized in actual appearances traveling to the next opening," Webb said.

Webb will have as police escort Sgt. Lou Swee, former bodyguard of President Eisenhower. Mayor Richard Daley of Chicago gave Sergeant Swee a leave of absence from the Chicago police department.

The "United Jack Webb Special" will accommodate 19 persons in the re-fitted cabin which customarily seats 44 passengers. Webb's "Home-In-The-Air" has, besides berth space, such luxuries as built-in radios, fold-away tables, full divans, reclining swivel chairs, and a conference room in the forward compartment for radio and newspaper interviews. A special galley has been completed in the executive plane.

Mary Tuttle, former director of personnel, RKO Theatres, resigned recently to become executive director of the Vocational Advisory Service with offices in New York City.

International Bows Set For 20th-Fox Picture

NEW YORK—Underscoring the popularity and importance of American motion pictures in all corners of the globe, 20th-Fox last week announced that its forthcoming "Love Is A Many Splendored Thing," starring William Holden and Jennifer Jones, will have simultaneous international world premieres in late August.

The top-budgeted adaptation of Han Suyin's best-selling novel will be introduced in gala premieres in New York and Singapore before audiences numbering stars of the entertainment world, top-ranking government figures, and important personnages drawn from all walks of life.

Launching of the Buddy Adler production in Singapore concurrently with its debut at the Roxy was requested by Loke Wan Tho, leading exhibitor, and other prominent citizens of Singapore, stemming from the film's Oriental background and actual location filming in that area.

Twentieth Century-Fox president Spyros P. Skouras, currently on a business trip which will take him to key cities of Asia, is expected to be on hand for the Singapore premiere of the picture.

COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from $5.50 daily. Two room suites from $8.50

SPECIAL MONTHLY RATES!

Air-conditioning & television available

Hotel BEACON

Broadway at 75th St., New York

Oscar Wintrab, Managing Director

The International Scene . . . . . .

Canada

TV, Bingo Close 10 Canadian Nabe Houses

TORONTO—The closure of five theatres by each of the two major circuits in this country was announced. All of the 10 theatres closed were in Vancouver, where the novelty of TV is just catching on.

Famous Players was first with their announcement of the closure of their houses, the Victoria, Windsor, Kitsilano, Kerrisdale, and Alma, all neighborhood houses. Odeon then followed with the announcement of the closure of the Rio, Kingsway, and Marpole, Vancouver, and the Metro and Capitol, New Westminster.

In the announcement, Art Grayburn, manager, Plaza, said he believed the closing of the Odeon houses was only a temporary situation "for the summer, when business is down." He blamed bingo as well as TV.

Canadian Comment

Something unusual in the way movie premieres will be introduced Aug. 15 by Odeon Theatres and J. Arthur Rank Organization when the North American premiere of "Above Us Waves" is held aboard three Royal Canadian Navy ships on the Great Lakes. Fifteen of the Navy's vessels will participate in a full day's exercises culminating in the guests sitting down to watch the film premiere. The premiere, arranged by James Hardiman, Odeon's director of advertising and publicity, will first see a fleet during exercises, and the press will participate in mine-clearing, depth-charge, and gunnery practice as well as anti-aircraft shoots in cooperation with the reserve squadron of the Navy Fleet Arm. TV stations and area newspapers will be the guests of the Navy.

Increased activity by Tent 28, Toronto, Variety Club, with an addition to Variety Village as a means of keeping alive the interest of membership was suggested to a meeting by George Hoover, Miami, international chief barker, Variety Club. He said Toronto's tent was superior to many tents in many ways, but he urged the livelier activity. The meeting saw a further contribution of $500 from George Altman for his personal salvage fund, which now stands at $14,593 for a total of 615,000 pounds of scrap. Another $32.50 came from the baseball game of the Film Distributors vs. Gus Mortson's Hockey All-Stars. It was announced that Harold Meyers would be chairman of the baseball game ticket committee.

CINE CHATTER: Kenneth V. Cooper, formerly Ontario sales chief for Associated Screen News, has taken over the post of public relations and advertising director for the company. Jack Chisholm, now head, Ontario sales department and Toronto production unit, formerly held the post. Cooper will also be responsible for theatre trailer sales, moving to Montreal. . . . George D. Koppelman was appointed acting branch manager, Saint John branch, J. Arthur Rank Film Distributors (Canada), Ltd., filling the vacancy created by the death of Graydon Matthews. . . . Appointments of Republic sales representatives in three exchange territories were made by the JARO organization. In Montreal, Bert Franks, who resigned from Empire-Universal, was appointed; in Calgary, Reg Doddridge takes over; while Ralph Zelickson, who resigned from International Film Distributors in Calgary, takes on the other new post. . . . Richard Todd, who shares star billing in Warners' "The Dam Busters" with Michael Redgrave, will attend the premieres in Toronto, Montreal, and Ottawa. . . . Larry Graburn, one-time Odeon pub-chief, and now assistant to Carl Walker, was a visitor in Toronto from Hollywood. . . . The Patricia, London, a Famous Players unit, has taken on a new name, the Victoria, with the acquisition of the marquee from the Victoria, Toronto, now closed. . . . The Century, Hamilton, was closed for a month for renovations. . . . Ann Henry, film critic, Winnipeg Tribune, won the $1,500 first prize in MacLean's 1955 short story competition, for which she is happily receiving congratulations from all of friends on Film Row and elsewhere.

—HARRY ALLEN, JR.

Joe Wegoda, RKO general sales manager for the United Kingdom, third from left, recently joined Walter Branson, Bob Wolff and David Jones in viewing the attractive display on RKO's "Pearl Of The South Pacific," just starting on the Gaumont Circuit.

England

In London, Warners' Leicester Square was given until last week to prepare a defense to charges pending in the Bow Street Police Court that it did not fulfill its Quota Act requirements in 1953. The charges were brought by the Board of Trade.

It was understood that Warners' reply would assert that the house played the 3-D "House Of Wax" for 21 weeks and therefore did not have sufficient playing time available to fill the quota requirement. The circuit claims that the long run was undertaken to stimulate attendance with the novel device, and that it should not be penalized for an effort to help British theatres in a time of recession.

International Producers Unit Sets Meet Agenda

NEW YORK—An agenda including the possibility of a single qualified man to investigate film trade barriers, the international censorship of films, and policy concerning the Cannes and Venice Film Festivals, was slated for discussion last week at the San Sebastian meetings of the International Federation of Film Producers Association's General Council and Administrative Council. The MPAA was to be represented at the Spanish resort by its veteran European manager, Fayette W. Allport, serving also as alternate to MPAA president Eric Johnston.

Some agitation abroad for the establishment of an international censorship code or authority acceptable to all producing countries, in order to end considerable irritation from that source, prompted an examination by the Federation of its position on that matter. European producers obviously recall difficulties encountered by many pictures in the United States.

A decision by the Federation to employ, on a permanent basis, an individual charged with the responsibility of eliminating trade barriers would implement the action taken last year at Locarno when the General Assembly adopted a resolution calling for complete freedom in the international industry, which represented an important victory for the American producers. The discussion of the frequency of the Cannes and Venice festivals, and the failure, in some cases, to award all the announced prizes, was also to be taken under consideration.

N. Y. Public Against Toll-TV

NEW YORK—The New York public is emphatically opposed to subscription television, according to evidence offered last week to the City Council by John Merli, chairman, rules committee. He revealed that an opinion survey conducted by the committtee on Council president Abe Stark's resolution calling on the Federal Communications Commission to deny approval of toll-TV showed the average local citizenry at least 90 per cent opposed to the system.

Merli said that when the rules committee first received communications from the public about toll-TV, they were all one-sided in opposition, many of them from persons who, it was presumed, had never before exercised their right to express an opinion in such a way. The results of the recent solicitation on the street now vindicates them.

Egypt

Maurice Dassa, 40, general manager, MGM of Egypt, died in Paris following a brief illness. Surviving are his wife and three children. Dassa began his motion picture career with MGM in 1936 as assistant shipper in the Alexandria office. He rose rapidly through the ranks, becoming accessory clerk, booker, and salesman. In 1946 he was appointed sales manager of the entire Near East. In 1952 he became general manager of Egypt and also supervised MGM operations in Syria, Lebanon, Iraq, and Iran.

2,000,000 Children See NT Kiddie Shows

Los Angeles—Over two million youngsters are being entertained this summer at special children's shows in the 345 motion picture houses operated by National Theatres, Inc., according to figures disclosed last week by Elmer C. Rhoden, president. National Theatres is the parent company of Fox West Coast Theatres.

The "small fry" audiences are being treated to 2,650 showings, one each week, usually during morning hours on midweek dates throughout the summer months, Rhoden said.

Most of the special shows are presented under the sponsorship of local Parent-Teacher Associations, some by civic clubs, some by welfare departments, and others by dairies, bakeries, or soft drink distributors.

Rhoden stressed that the programs, all suitable for juvenile patrons, are selected by local sponsoring groups, who also appoint monitors to serve at all performances.

The National Theatres head also pointed out that junior admission prices and special children's shows have been a long-established policy of the circuit, dating back as many as 15 years in some of the divisions.

Leading the divisions is Fox Midwest with an estimated attendance of 816,000. Other divisions following are Southern California with 436,090; Northern California with 386,000; Intermountain with 288,000; Evergreen with 203,000, and Milwaukee with 107,800.

The final check of the $5,000 corporate gift of Loew's Theatres to the American Red Cross was presented recently to Miss Gloria Glennen, New York Chapter, by Joseph R. Vogel, president, Loew's Theatres, in Vogel's offices in Loew's State Theatre Building, New York.

Because of the expanding populations due to the tremendous increase in the nation's birth rate, Rhoden said his circuit was intensely desirous of generating interest in movies on the part of children, since "we fully realize that these youngsters represent the junior and adult audience of tomorrow." Along this line of thinking, Rhoden has on several occasions urged Hollywood producers to turn out more family-type pictures.

Vote Now In Audience Awards

18 From Bel-Air Set In Two Year UA Deal

New York—A new production agreement providing for 18 features within the next two years has been concluded with Bel-Air Productions, headed by Aubrey Schenck and Howard K. Koch, it was announced last week by United Artists, which will release the extensive program of films, 10 of which will be in color.

The first of the productions under the new schedule is "Three Bad Sisters," starring Marla English, Kathleen Hughes, and Sara Shane. Next on the Bel-Air program will be "Frontier Scout," starring singing star Tony Martin in his first straight-dramatic role. Five Bel-Air films are currently in release.

Two more are soon to be released by United Artists, "Desert Sands," a Superscope Technicolor drama starring Ralph Meeker, Marla English, and J. Carrol Naish, and "Fort Yuma," a Technicolor adventure drama starring Peter Graves.

USIA's Campbell Mourned

Washington—United States Information Agency headquarters received word from London last week of the death of Patrick Campbell, 64, radio and television officer for the agency, and an industry pioneer, for the last year with USIA. Campbell was at one time general sales manager, D. W. Griffith, and was also associated with Pathe, United Artists, and the Claude Erlanger interests. He was press agent for Helen Hayes and others.

NEWS OF THE TERRITORIES . . .

Coyne Explains Poll At Albany Meeting

ALBANY—The case of COMPO's Audience Awards Poll was lucidly presented by Robert W. Coyne, COMPO special counsel, at a meeting held recently of circuit personnel, branch managers, salesmen, and exhibitors in the 20th-Fox screening room.

With vigorous promotion all along the line, the poll will mean increased interest and attendance at films in a normally slow period, and should uncover a minimum of four or five new stars of the moviegoer's choice, Coyne predicted, as well as promote flexibility in casting by suggesting more convincing portrayals by younger actors. If boxoffice picks up in November and December, Coyne pointed out, everyone will benefit: an increase of 20 per cent could mean a doubling of profit for exhibitors who should, in their own interest, cooperate with producers by booking product featuring young personalities; "ageing" stars and their agents have too strong a grip on Hollywood, he asserted. In the recent past, production has failed to provide opportunities for younger stars to achieve acclaim, but part of the blame for this, Coyne feels, is the exhibitors', who have demanded proven stars.

Most major companies now have sizeable rosters of promising young people, he continued, mentioning those which have indicated they will release shorts spotlighting stars-to-be. Again, he emphasized, exhibitors should cooperate by showing the shorts, because nothing is more important to the survival of the industry than the discovery and development of young stars when the decline of the legitimate stage and vaudeville has dried up many sources of new talent.

Coyne cautioned the industry to expect surprises in the public's choice of the most promising personalities; most of those selected will be youthful, he thinks, and he cited the case of Deborah Paget, who was in the "Movietime U.S.A." group several years ago. Some exhibitors pleaded for a bigger name to be substituted, but in some towns Paget received greater interest than a star, he revealed, advising theatremen to try to learn what the public is thinking and what it wants. He stressed this point when co-chairman Harry Lamont advanced the idea of an "absentee ballot" for drive-ins closed in the season of voting. Coyne expressed doubt that such a modification would be feasible this year, but stated that exhibition's ballots are presumed to reflect the patron's selections and that outdoor operators talk with many people who cannot otherwise be reached.

The COMPO executive agreed with Seymour L. Morris, Schine circuit publicity head, that audiences should vote on nominations, too. This could not be arranged for the period ended July 18, Coyne explained, but could be arranged for next year. He noted that all kinds of promotion for the poll are possible, commending the Oklahoma City scheme to award prizes.

Drive-In Owners Use TV For Boxoffice Pitch

BOSTON—Several drive-in circuit operators went on television in the first of a special series of TV appearances over a Boston station, taking the form of 15-minute interviews with Louise Morgan, WNAC-TV. The drive-in owners appealed directly to the family advantages of outdoor theatres, pointing out the baby-sitting savings, the excellent food available, bottle-warming services, and the fact that all children are admitted free and are welcomed to the playground facilities provided. Among the circuit executives who appeared were Edward Lider, Edward Redstone, E. M. Loew, Louis Gordon, Al Daytz, and Joseph E. Levine. The series, arranged by George Kraska, Embassy Pictures publicist, was put on in connection with the opening of "Sins Of Pompeii," which will play more than 150 New England drive-ins and four-walled theatres during July and August.

Albany

Schine Circuit one-day regional meetings were held recently in Herkimer, for the Albany territory. Speakers from the Gloversville home office were: Bernard Diamond, J. Dewey Lederer, and Sy Evans. . . . Another circuit gathering its manpower for a one-day meeting was Stanley Warner, in the Sheraton-Ten Eyck Hotel. Speakers were Harry Feinstein, James Totman, James Tobin, who was recently designated acting district manager, James Bracken, and Harry Kaplowitz. . . . Elmhart Theatres, through Elmer Lux, notified branch offices that Joseph Agresta assumed operation of the Rialto, Massena, N. Y., and the Crandell, Chatham, N. Y. Agresta also manages the Orvis, Massena.

Atlanta

Jerry Lasswell, Alexander Film Company sales representative, has been promoted to Alexander district manager for Florida, Georgia, Alabama, and central Tennessee. Clint Evans, who had to close the Moonlite Drive-in, Evergreen, Ala., after the screen tower was severely damaged by a wind storm, will reopen soon. . . . Tom R. Pike was appointed manager, new South Expressway Drive-In, owner, Georgia Theatres. . . . Ott Gross, formerly with Rialto and Central Theatres, is now with the Bailey Theatres. . . . A special election for Aug. 9 at Statesville, N. C., has been called by the City Election Board to determine whether voters want Sunday movies, barred since 1947. . . . Readers of the Knoxville, Tenn., News Sentinel recently rolled up a margin of better than 136 to 1 in favor of maintaining the present system of sponsored television programs for home viewers. "Of 820 comments," the News-Sentinel reported, "814 scored toll TV as too costly, and un-American, smacking of business monopoly."

Boston

Norman Glassman and W. Leslie Bendslev have been named co-chairmen of the two-day regional convention of Independent Exhibitors, Inc., of New England, to be held Oct. 24 and 25 at Toy Town Tavern, Winchendon, Mass. Both Glassman and Bendslev are past presidents of IENE, a unit of National Allied. Edward Lider, president, who is also general chairman for the convention, later will announce area chairmen for the six New England states. . . . "A Clerical Error," a ten-minute dramatic film made here by Bryant Haliday, opens at the Paris, New York, this week for its world premiere. "A Clerical Error" was shot entirely in Boston, the interiors on the empty stage of the Olympia, Scollay Square, and the exteriors in Union Park, an older section of the city. Cyrus Harvey, Jr., and Haliday are handling the national distribution under the title of Janus Films Company, Cambridge, Mass. . . . The Saxon, Fitchburg Mass., owned by Benjamin Sack, which has been closed for a month, reopened July 6. Manager Frank Boyle said a spot announcement radio campaign backed it.

Although he is continuing to buy and book for the York Harbor, Me., theatre, Ben Williams, B and W. Theatres, has announced the sale of the house to Charles Paris, including the block of stores housing the theatre. . . . Mike Bruno, Tilton, N. H., exhibitor, attended the national convention in Atlantic City of the Elks, as Exalted Ruler of the Franklin, N. H., lodge. . . . Sympathy to Jerry Callahan, Allied Artists sales manager, on the death of his father, Dennis J. Callahan, 80. . . . Joseph Levine, president, Embassy Pictures, flew to the west coast to attend special screenings of two new films and to set up the franchise-holders for "Sins Of Pompeii." Levine is distributing the picture nationally. . . . Paul Barker, manager, Regal, Franklin, N. H., has given a gallon of blood to the Red Cross.

PROVIDENCE, R. I., NEWS: Robert E. Hoye was recently appointed manager, the Hope, popular neighborhood house, a Lockwood and Gordon unit. Hoye was formerly an assistant, Avon Cinema, before going to South Weymouth, Mass., as manager, Cameo. . . . Willard Mathews, Majestic manager, virtually took over the amusement page of the local papers with spectacular announcements presaging "The Land Of The Pharaohs," dominating theatrical advertising for several days. . . . Willard E. Binford, for over 50 years identified with Rhode Island newspapers, recently died after a long illness. Having handled the advertising of virtually every theatre in the state, at one time or another, for the various papers he represented, Binford was well known among all theatremen.

Buffalo

Captain Edward J. Smith, 25, formerly a manager, Basil Theatres, was one of ten killed when a gasoline-laden tanker plane crashed in flames after its takeoff from Castle Air Force Base in California recently. During high school, he started working for the Basil circuit as an usher in the Varsity, continuing with them until 1942, when he enlisted in the Air Force.

Veteran Exhibitor Dies; Was Buffalo Pioneer

BUFFALO—Vincent R. McFaul, 66, president and general manager, New Buffalo Amusement Corporation, operators for Loew's Theatres, Inc., of Shea's Buffalo, Kensington, North Park, and the Bellevue, Niagara Falls, N. Y., died last fortnight in Mercy Hospital, after a brief illness.

McFaul was the dean of local showmen, having entered show business with the late Mike Shea in 1904, as assistant treasurer, Court Street, a two-a-day vaudeville house. Later he managed the Criterion for Shea, then the Hippodrome. In 1925 he became vice-president and general manager, Shea Theatre Corporation, and directed construction of the circuit's ace house, Shea's Buffalo. At one time he had 13 Shea theatres under his direction. Upon Shea's death in 1934, McFaul became president of Buffalo Theatres, Inc., merging as a Paramount partner. In 1949, the New Buffalo Amusement Corporation was formed by Loew's, Inc., and McFaul became general manager.

He was a member of Motion Picture Pioneers and Variety Club, Tent 7, Buffalo Club, and many other groups, and was a former director and treasurer, MPTOA of Western New York.

McFaul is survived by his widow, Elizabeth, and three stepchildren.

Honorably discharged in 1945, he returned to Basil, and became manager, Genesee, and later of the Victoria, where he served until his re-enlistment in 1951. . . . W. E. J. Martin, chief barker, Variety Club, announces that the Variety clubrooms will be open Monday and Saturday only until after Labor Day. . . . Edmund C. DeBerry, branch manager, Paramount, spent a week in conferences at the home office in New York. . . . Danny Gill represented Local 10, IATSE, and Bert Rhyde represented Local 233, Motion Picture Projectionists, at the IATSE meeting in the Hotel Statler last week. Every town and city in the state was represented, and the main topic of discussion was toll-TV, which the delegates have been fighting for a long time. About 150 members of IATSE attended.

Clarence Miller opened his Orleans Drive-In, Albion, N. Y. . . . Plans for Rochester's first "twin" drive-in, which will offer patrons a choice of shows, and also a place to shop before showtime, have been announced by Donald R. Stevenson, veteran Rochester exhibitor. The project will be an extension of the present Starlite.

One minute safety films, reminding spectators to obey traffic laws and show courtesy toward others using the streets and highways, are being shown this summer on 13 drive-in screens. Deputy Sheriff Joseph A. Gullo, an instructor in Sheriff Arthur Britt's safety patrol team, said the safety trailers were presented to his office by the Erie County Deputy Sheriffs Association. Gullo said 15 films, all containing different safety messages, will be rotated among the drive-ins each week throughout the season. In winter, deputy sheriffs will make the trailers available to theatres in the country outside Buffalo.

Noisy Juke Box Leads To Suit By Drive-In

DURHAM, N. C.—J. T. McSwain, owner and operator, South No. 1 Drive-In, near Cary, N. C., has filed suit asking the court to order the owner and operator of a service station across the highway to remove some high-powered lights and a noisy juke box, which he says are bothering patrons of the drive-in.

In the action filed in Wake County Superior Court, Raleigh, N. C., he charges that Clyde Cooper, owner, and Willie Lynn, operator, of Lynn's Grill and Lynn's Service Station, are using equipment that is disturbing to his customers. He alleges that five high-powered lights recently were erected at the service station and shine on the drive-in screen, forcing his customers to put coats and blankets over their cars to shield them from the glare. He charges further that a juke box with an outside speaker at the grill makes it difficult for patrons of the drive-in to hear the movie properly because of the noise. He says he has asked the defendants to correct the lights and speaker situation, but they have declined to do so.

Charlotte

C. B. Trexler, vice-president and treasurer, Stewart and Everett Theatres, Inc., announced that one of its affiliated companies, Jax Theatres, Inc., has completed plans for the construction of a modern 925-seat theatre for Jacksonville, N. C. The contract for the house went to the New River Building Company, Jacksonville. . . . William R. Waldron, who has been sales representative, Motion Picture Advertising Service Company, Inc., New Orleans, for the past eleven years, has gone back to his first love, the automobile business. However, he is still looking after MPA's television film sales. . . . H. F. Kincey, North Carolina Theatres, Inc., has another title which keeps him stepping, that of board of directors treasurer, American Trust Company. . . . The July luncheon meeting of the WOMPI was slated for Thackers Restaurant July 27. . . . The Variety Club headquarters, over the Delmonico Restaurant, was the scene of hustle and bustle when MGM and Charlotte Theatre Supply were hosts to Variety members and WOMPI members at a gala open house recently. . . . The Exchange Employes Local F33 Union has dispensed with meetings for July and August.

Chicago

Paramount gave a free showing of "Ulysses" for delegates to the National Educational Association convention. . . . Mayor Richard J. Daley was made an honorary associate member of Variety Club. Other new members are Ben F. Elrod, Maurice Glockner, and James F. Gorman. . . . The Kaye, Clinton, Ill., closed for the summer. . . . Ronald Radowski was named to the Roosevelt staff.

Balaban and Katz have signed for the Rocky Marciano-Archie Moore heavyweight bout, on closed TV from Yankee Stadium, Sept. 20. B and K usually show fight broadcasts at their Marbro, Tivoli, and Uptown. . . . Frank A. Beimer, 74, died after 41 years in exhibition, most of the time as Majestic manager, Fort Wayne, Ind. . . . Lou Abramson, Allied Theatres of Illinois, and his wife, observed their 25th wedding anniversary. . . . Elaborate preparations are being made for Variety Club's annual golf outing Aug. 26, at St. Andrew's Golf Club. Committee chairmen have been named as follows: Harry Balaban, general chairman and prizes; Vic Bernstein, baseball; Al Raymer and Harry Walders, cards; Nat Nathanson, dinner; Howard Lubliner, golf, and Johnny Jones, Mike Stern, and Sylvan Goldfinger, tickets. For the purpose of raising as much money as possible for La Rabida Sanitarium, Variety Club's principal charity, chief barker Jack Kirsch has announced audience collections will be made during the week of Aug. 12 in theatres of the Chicago area. . . . Carl Stewart is constructing a drive-in on state highway 37, just south of Bloomington, Ind.

Junior memberships in Variety Club, Tent 26, have been arranged by chief barker Jack Kirsch. There are three catagories: sons of Variety Club barkers, between ages of 21 and 30, theatre managers, film exchange bookers, and male clerical employes. Dues of $15 a year will provide participation in all the clubs' activities, but with no voting privileges. A concentrated drive for the junior memberships in under way.

Albert Pick, Sr., 86, who in 1952 donated $250,000 for the construction of the Gertrude Frank Pick Children's Center at La Rabida Sanitarium, Variety Club's main charity, in memory of his first wife, died at his Miami Beach, Fla., home of a heart attack. Surviving are Mrs. Pick, Albert, Jr., who is president of the hotel chain, the third largest in the country, which his father founded in 1926; a daughter, and three grandchildren.

School Officials Rap "Jungle" As Harmful

CHICAGO—"Blackboard Jungle" was severely criticized by delegates attending the National Educational Association convention. Particularly outspoken was Hobart H. Sommers, Chicago assistant superintendent of schools. He said that both he and Superintendent Benjamin C. Willis had decided to withhold public condemnation of the picture until it had left the Loop, believing that comment would only heighten curiosity over the film while down town.

Sommers said the picture is "harmful" in three ways, and that "if the teaching profession were as well organized as the Catholic Church, the picture never would have reached the screen. "First," he said, "it encourages delinquency; second, it makes heroes of kids who are shown making monkeys out of our entire educational system, and third, the picture's setting is thinly veiled as a vocational school, perpetuating the idea that a trade school is a place for dummies and undesirables."

Offensive Ad Copy Draws Wile Warning

COLUMBUS, O.—Theatre owners and managers should refrain from offering any ad to a newspaper which might offend readers, said Robert Wile, secretary, Independent Theatre Owners of Ohio, in a bulletin on the spread of objectionable film advertising.

"To say the least," added Wile, "much of the criticism leveled at film advertising is justified." Wile said that the ITOO board of directors, at a recent Columbus meeting, felt that newspapers were justified in refusing objectionable copy. The board condemned the practice of taking critic's quotes out of context and using them in ads, when those quotes are clearly objectionable. Wile said that "there have been difficulties in Ohio" with ads on "Battle Cry" and "Blackboard Jungle." He said the directors urge every member to carefully consider the content of any ad before offering it to the newspaper.

The Catholic Chronicle at Toledo recently complained about a mailing piece for "No Greater Sin" which played a Michigan drive-in, just over the border. These are quotes from the leaflet: "We are not concerned with morals, that is another question . . . our job is to show the menace to youth and love." The leaflet also contained such phrases as "See the actual miracle of birth" . . . "Shocking beyond description" . . . "The wedding of sin" . . . "Some of the most revealing and intimate scenes ever to be filmed." The picture was advertised as "For adults only." But the leaflet added: "High school students admitted."

Wile said the use of a New York World-Telegram's critic's quotes in an ad for "The Bed" in another New York newspaper is an example of the practice of taking such quotes out of context. The ad read: "Gallic frankness about lighthearted sex . . . the brazen defiance of movie morals will stir protests but they will have to be loud ones to drown out the laughter."

Wile went on to say that the Motion Picture Association "exercises a sort of censorship over advertising but even this has been criticised. As a result, the censorship has been tightened, but the more careful scrutiny will not show up for several months, as the pressbooks for current releases and those for the next month or two have not been subjected to this new censorship." He quoted trade-paper reports that the Washington Star compelled a theatre to put shoulder straps on Yvonne de Carlo for an ad on "Shotgun," and that theatres playing "Kiss Me Deadly" were required to retouch bosom cleavage on several ads. He said "The Prodigal" has run into difficulties because of the clinch scenes with Lana Turner and Edmund Purdom in reclining positions, and said that objectionable lines were used for ads on "One Summer Of Happiness" and "Not As A Stranger." He said some newspapers in Ohio and elsewhere have refused the line, "Adults Only." Newspapers have been refusing such words as "Intimate," "Mature," "Adult." Theatres using these lines, Wile said, in many cases thought they were complying with the wishes of pressure groups.

Governor Vetoes Bill Providing Film Censorship

CHICAGO—A bill passed by the Illinois State Legislature, which would have given movie censorship rights to the Cook County Board in areas outside the city limits, was vetoed by Governor William G. Stratton. The law was to have been administered by the County Sheriff's office, and would have given that body rights over several drive-ins, at which the proposed ruling was mainly aimed. The state attorney advised the governor that the powers to be granted were too broad. They also included censorship of newspapers and other publications.

Cincinnati

Robert McNab, 20th-Fox branch manager, who recently suffered a crushed leg, is recovering satisfactorily. . . . Screen Classics has booked the documentary, "Naked Amazon," into the RKO, Loew's, Warner, Chakeres, Schine, and Shey circuits, and also is distributing "To Paris With Love" in the Cleveland and local areas. . . . TOC is booking and buying for the Bell, Bell, W. Va., Floyd Sheed, owner, and the Raven Drive-In, Ravenswood, W. Va., Guy Pauley, owner. . . . Tri-State Theatre Service is buying and booking for the Brown, Cabin Creek, W. Va., Frank Mandros, owner. . . . Jack Needham, Columbus, O., is buying and booking for the Lyric, Greenfield, O., Paul Orebaugh, owner. . . . Joe Isaac, Jr., has bought drive-ins at Cumberland, Pikesville, and Whitsburg, Ky., from former Buffalo, N. Y., associates. . . . H. J. Gilles, Paramount branch manager, attended a company meeting in New York City. . . . Willis Vance, local exhibitor, has formed a company to operate parking lots.

COLUMBUS, O., NEWS—By the slim margin of one vote in the Ohio House of Representatives to override Governor Lausche's veto, downtown theatres and other business firms were assured of relief in the tight parking situation. The House passed the bill to construct a 1200-car underground garage at the State House after the Senate earlier had approved the measure over the governor's veto. The garage will be within a half-block of all downtown theatres. A future extension may place additional parking space directly across State Street from Loew's Ohio, the RKO Grand, and the Hartman.

Cleveland

Sam P. Gorrel and Leonard Mishkind, owners and operators, General Theatres Circuit, have acquired by long-term lease the Community, Cadiz, O., bringing their circuit to a total of seven houses. The present lessee, Richard Kirkland, relinquishes his lease this week. The Community has all modern equipment, so that only minor improvements will be made prior to opening under new management. Frank Maley, manager, Orr, Orrville, will also supervise management of the Cadiz house. . . . Mr. and Mrs. Theodore Steffens, parents of Columbia salesman Leonard Steffens, are celebrating their 50th wedding anniversary on May 23rd with a family dinner and reception. The Steffens have had six children, four of which have been affiliated with the industry. . . . Bill Gross, Columbia city sales manager, was in charge of the 16th annual Gross family reunion. Approximately 100 members of the family ranging in age from one year to the eighties, representing three generations, attended the all-day affair. . . . Dorsey Brown, MGM city salesman, checked a fourth daughter into the family group. . . . Grace Engelbert, Warners cashier department, and daughter of cashier Arthur Engelbert, has announced her marriage to Mel Klein. . . . Warners bought "Wayward Wife" and "Outlaw Girl" from IFE district manager Mark Goldman for the entire Ohio Warners circuit. . . . Joe Shagrin, Sr., owner, Foster, Youngstown, O., has taken his son, Joe, Jr., into business with him.

Denver

Lou Kolocheski has resigned as booker, Paramount, and is succeeded by Frank Carboni, office manager and booker, Republic. The job at Republic is being filled by Don Spaulding, former shipper, Denver Shipping and Inspection Bureau. . . . Ralph Staub, Hollywood cameraman, was in taking pictures of recipients of aid from Variety, which will be incorporated in a film to be titled "The Heart Of Show Business." Those receiving Variety help here are the speech and psychological clinic, and a film clinic, both at the University of Denver. . . . Several changes in city managers in the Fox Inter-Mountain Theatres started with the moving of Lloyd Boreing from Fort Collins, Colo., to Helena, Mont.; Sid Page from Helena to Alliance, Neb.; Lloyd Gladson from Alliance to Durango, Colo.; John Tella, from Durango to Butte, Mont.; Dick Conley, from Butte to Billings, Mont., and Robert Pennock moved from Billings to Fort Collins. . . . The Orpheum is undergoing a $150,000 redecorating and refurbishing job, with Charles F. Horstman here from the RKO New York home offices to supervise. . . . Chapter 10, WOMPI, will hold its charter presentation, inaugural luncheon, and "Take Your Boss" meeting at the Cosmopolitan Hotel, Aug. 12.

Des Moines

Max Rosenblatt, one-time RKO exchange manager, has taken over his former duties, succeeding Don Conley, who has been transferred to branch manager, Seattle. Rosenblatt has been branch manager, Omaha, recently. . . . The Iowa-Nebraska Allied meeting to be held at Arnold's Park, Ia., Aug. 2, will include a complete analysis of every company's selling policy, according to an announcement by the association.

Detroit

William Loll, Music Hall treasurer, reported a 25 per cent increase in mail orders this year as compared with the same period of 1954. Mail orders are received from people residing in distant points of the country who, in contemplation of visits to Detroit, consider "Cinerama Holiday" one of the experiences they wish to include on their vacation schedule. Anticipating the influx of vaca-

Detroit Industry Honors 20th-Fox's J. J. Lee

DETROIT — Joseph J. Lee, 20th-Fox branch manager, was honored on his recent 30th anniversary of association with the firm by a week-long celebration, one of the highlights of which was the showing of a 20th-Fox film at least once in every one of the 550 theatres serviced by the exchange. There was also an open house at the branch offices attended by more than 300 exhibitors, many of them from out-of-town.

Lee's career spans the history of motion pictures. As a boy, he started in the first film exchange in New York as a general errand-runner and, reminiscing, he recalled the contrast between today's highly specialized distribution practices and those of an independent company in 1925. As audiences became more discriminating, theatre managers resorted to hiring "voices" for the characters on the dimly-lit silent screen, and Lee branched off into a career in which he created his own dialogue and dialect for the film actors. In a period of five years in the New York area, he voiced over 2000 performances, and earned the title of the "Joe Lee Stock Company." When his voice began to fail, he made a deal for the distribution rights to Sarah Bernhardt's film venture, "La Tosca." In the simpler industry of those days, a few men could get together over coffee and determine what picture would play where, avoiding conflict and competition. Among those with whom Lee was friendly in the early days were Ben Schulberg, father of the novelist and screen writer, Al Lichtman, and Adolph Zukor.

After 18 years with 20th-Fox in New York, Lee came to Detroit as manager, has handled some of the most important product of the company's history, and has come into contact with many of the great names of the industry. Currently, he is concentrating on forthcoming 20th-Fox releases and is active in the Detroit Variety Club and Lodge 191, Free and Accepted Masons.

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tioners to Detroit during this summer, Frank Upton, manager, announced an additional weekday matinee. . . . Sharon Hunter, 20th-Fox secretary to J. J. Lee, was married to Irwin Meisel. They honeymooned in northern Canada. . . . Sidney Blumenthal, son of the late Max Blumenthal, and part-owner of the Film Exchange Projection Room, was married recently to Cara Lee Wigodski. . . . Thomas Smale, former business agent, IATSE local, Windsor, Ont., died recently. He was a projectionist, Van Dyke.

Allied Theatres of Michigan was slated to hold its first regional meeting in Grand Rapids, July 25, Pantland Hotel, where speakers were to tell of progress being made in the industry. The new dues formula for Allied membership was to be the main topic, according to Ernest Conlon, executive secretary. Following the meeting, a Variety Club golf party was arranged at the Green Ridge Country Club, with prizes for participants. . . . Richard Sloan, partner, Mercury, was the winner of the grand prize, a new Buick,

On hand recently at the trade screening of Warners' "Land Of The Pharaohs," Warner, Memphis, were, left to right, Eli Arkin, manager of the theatre; William Faulkner author; Joe S. Young, Warners, Memphis branch manager; and Al Burks, southwestern publicist for Warners.

at the Variety Club Outing. . . . Frank Bremer has leased the Sunset Drive-In, Midland, Mich., from the Cassidy Circuit. . . . Two new drive-ins are in the planning stage, the El Dorado, by John Magocs, and the Willow, by Roger S. Robinson. . . . Fifteen talented teen-agers, preliminary winners in the United Detroit Theatres' WXYZ-TV "Search For A Star" contest, are competing at three UDT theatres. Alice Gorham, advertising director, UDT, and Harold Brown, president, UDT, assisted in the contest. Miss Gorham is on the COMPO regional committee to put the Audience Awards into operation.

Indianapolis

Burrell J. Byrd, 66, manager, Ritz, died suddenly last month. . . . Lyle Cole is the new manager of the Ritz, succeeding B. J. Byrd. . . . A camera crew, headed by Ralph Staub, was here to shoot scenes of the Cerebral Palsy sponsored by the Variety Club, for the "Heart Of Show Business." . . . Earl Cunningham, Fountain Square announced plans for a new shopping center. . . . Carl Niesse, formerly operator, Vogue, has joined the Star-News advertising section of the local newspapers.

Greater Indianapolis reopened the Lyric on Sundays only for a hillbilly show. The house was closed recently for the summer. . . . Another new drive-in is under construction by Carl Stewart on Route 37, between Bloomington and Bedford, Ind. . . . Bill Reinecke has resigned as assistant manager, the Indiana. He will drop out of the theatre business.

Houston Welcomes New 20th-Fox Branch Office

HOUSTON, TEX.—20th-Fox's new branch office, the first full-size film exchange in this city, was slated for opening this week, with a gala cocktail party for local exhibitors, branch manager Henry F. Harrell to be host at the office, located at 2119 Bagby Street.

It was further announced that the new office will have the latest in CinemaScope projection equipment, and office, inspection, and shipping facilities to best serve the needs of theatremen in the area.

Memphis Censors Ban Reissue, UA's "Hunter"

MEMPHIS—Two more motion pictures were banned from the screens of the city last fortnight by the board of censors, who refused to pass United Artists' "Night Of The Hunter" and an Ingrid Bergman re-release, "Notorious." The latter film was banned without having been viewed by the censors because the private life of Miss Bergman has incurred the disfavor of chairman Lloyd T. Binford, who said that all her films were automatically banned in Memphis. The Sunset Drive-In, across the Mississippi River in West Memphis, Ark., opened "Notorious" last week and announced that it will show "Night Of The Hunter" beginning on Aug. 5.

United Artists' branch manager Tony Tedesco revealed that he received a letter from Binford that "Night Of The Hunter" would be banned, saying that the film is the "rawest" he has ever seen. Tedesco said the curious thing is that Binford was not at the screening, which was attended by only three women members of the board. Binford later admitted he had not seen the picture, saying that he did not mean to imply in his letter that he had, but that he knew what the film was all about anyway.

The recalcitrant censors also turned down a request from U-I branch manager Richard C. Settoon to review, for a second time, "City Across The River."

Jacksonville

George Earp, a former Nashville, Tenn., exhibitor, has become Robert Heekin's house manager, the Florida, the million-dollar flagship of Florida State Theatres. . . . Leon D. Netter, Sr., who retired July 1 as FST president, and Mrs. Netter, returned to their Ponte Vedra Beach home after a Cape Cod vacation. . . . Fred Hull, MGM branch manager, will serve as chairman, midway committee, for the first annual Agricultural and Industrial Fair to be staged November 10 through 19, for the benefit of the Blind Children's Foundation, the charity of Variety's Tent 44. Variety has the cooperation of the Chamber of Commerce in planning the events. . . . Leonard Allen, Paramount publicist, Atlanta, had all the poise of a movie star when he took the leading part in Jacksonville Confidential, a weekly program of WMBR-TV. It consisted of a number of street interviews on the subject of Hollywood motion pictures, followed by Leonard's studio appearance. . . . Hal Stanton, manager, Edgewood, prepared eight tape recordings of his daily radio program, in which he doubles as an organist, prior to leaving for Cuba.

Milwaukee

The Fox-Strand closed for an indefinite period because of poor attendance. . . . The Variety Club is resuming Monday luncheons at the Schroder Hotel for members and guests. . . . Barker Johnnie Mednikow, National Screen, has Braves baseball tickets for Variety Night, Aug. 1, when the Braves take on the Brooklyn Dodgers. . . . The Violet, one of the oldest houses

Now audiences sit entranced ...sirens of the sea all around

They're there with their stars—within touching distance—*almost!* That's the thrill big-screen shows give *as nothing else in the entertainment-world ever has!* Part of it comes from size, of course; much of it is illusion; all of it is the result of new technics in production, processing and projection . . . technics which the Eastman Technical Service for Motion Picture Film is proud to have helped develop. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N.Y.

East Coast Division
342 Modison Avenue
New York 17, N.Y.

Midwest Division
137 North Wobash Avenue
Chicago 2, Illinois

West Coast Division
6706 Sonto Monico Blvd.
Hollywood 38, Colifornio

Fox West Coast Names Brown Ad-Pub Head

Los Angeles—Russ Brown, Portland, Ore., a veteran of 26 years with National Theatres, assumed the reins of advertising-publicity director of Fox West Coast Theatres July 25, it was announced here by Edwin F. Zabel, FWC general manager, last week. Brown, until recently ad chief, and for many years a district manager, NT's Evergreen division, now heads promotion for the 150 Pacific Coast houses.

With the new arrangement, Thornton Sargent, NT public relations director, who, since 1951, has also been supervising FWC's ad-pub department, will thus be afforded more time to devote on a national scale to the circuit's increased activities under Elmer C. Rhoden, president. Also under the new set-up, Pete Latsis will become Brown's assistant in the handling of publicity campaigns for Los Angeles. Jack Case will continue in the department here.

Other ad men under Brown will include Fay S. Reeder, San Francisco, and Oscar Nyberg, Portland. Dean Hyskell will continue as editor of the company publication, "Showman," as well as handle the circuit's Los Angeles directory advertising.

Reade Circuit Drive Honors Film Buyer

OAKHURST, N. J.—Managers of the nearly 40 conventional and drive-in theatres of the Walter Reade Theatres, Inc., will honor film buyer Jack P. Harris with a five-week drive starting Aug. 2, it was announced last fortnight by Walter Reade, Jr., president. The drive will be basically patterned after a five-week president's drive held last summer, and it is expected that prizes will total more than the $4,000 awarded as weekly and as grand prizes last year. Managers will be awarded points for their efforts in improving theatre grosses, in increasing attendance, in advertising and promotion, in theatre operations, and in refreshment sales. Harris, one of the key executives of the circuit, is widely known in the industry.

in town, is running weekends only for the summer. . . . Robert Koebb is a new assistant booker at Allied Artists.

Miami

Services were held for the late Robert Edward Lewis, 70, employe of Paramount Theatres for 30 years. He came to Miami from Jacksonville in 1911, and was a charter member of Local 316, Motion Picture Operators Association. . . For a campaign on "Interrupted Melody," Harry Gabriel, Cameo, Miami Beach, Fla., persuaded Caesar LaMonaca, conductor of the famous Bayfront Park concerts, to devote an entire evening to the score from the picture. Additionally, mimeographed programs were distributed to patrons of the park concerts which carried the names of the operatic numbers to be played and sung, as well as the Cameo playdate.

Minneapolis

A new marble front and lobby, a new concessions stand, new carpeting, new rest rooms, and new seats have been installed in the loop Gopher. . . . Mickey Goldhammer, AA division sales manager, was in for "Wichita."

New Haven

The new Pix outdoorer, Bridgeport, Conn., was scheduled to open July 27. . . . Another meeting of exhibitors and film people was to be held at the 20th-Fox screening room, July 25, for COMPO. Shep Bloom, 20th-Fox, branch manager, chairman, with other committee members, including Harry F. Shaw, Harry Feinstein, and Al Pickus, were to take part in the session. . . . Anthony C. Masella, manager Loew Poli Palace, Meriden, Conn., has been appointed by Mayor Henry Altobello to the Concessions Committee for the Meriden Sesqui-Centennial Celebration. . . . Harry F. Shaw, Loew Poli division manager, will be master of ceremonies of the New Haven Police Field Day, Donovan Field, July 27. Its his 21st year as emcee for the event. . . . Sid Kleper, College, invited any policeman, fireman, taxi driver, or others who assisted in the emergency delivery of a child, to bring the family to see "Not As A Stranger."

HARTFORD NEWS: Harold Cummings, formerly manager, Riverdale Drive-In, West Springfield, Mass., E. M. Loew airer, has been named manager, Smith Management's Meadows Drive-In, which is now under construction. . . . Joe Miklos, Stanley Warner Embassy, New Britain, Conn., served as relief manager, Strand, while manager Jack Sanson was on vacation. . . . Joe Mansfield, United Artists' exploiteer, worked on "Not As A Stranger" in the area. . . . Local sporting promoters have rented the 4200-seat State from the Harris Brothers, owners and operators, for Aug. 2 boxing show, featuring TV personality Chico Vejar and Hartfordite Vic Cardell. It is understood that the ring will be erected over the orchestra pit and the front rows, thus turning the house into an amphitheatre. . . . Three managerial shifts were disclosed by Harry Feinstein, Stanley Warner zone manager, to handle a number of situations during absence of Joe Liss. Named to supervise Liss' territory was James Tobin, Warner, Bridge-

Fred R. Greenway, Loew's Poli Palace, Hartford, Conn., recently had this model carrying appropriate signs as street bally for Times' "The Naked Amazon." She appeared in downtown streets, parks, etc., for several days.

College Film Series Spurs Industry Interest

Providence—The ninth annual Motion Picture Study Group of the University of Rhode Island is offering a series of movies on "The Director and His Film." The first program was devoted to D. W. Griffith and his movie "Intolerance." Further programs during the summer will include Sergei Eisenstein's "Alexander Nevsky"; Robert Flaherty's' "Man Of Aran"; Alfred Hitchcock's "Dial M For Murder," and John Huston's "Sierra Madre." Plans are underway to secure and present "Le Million," directed by Rene Clair.

So popular was the series when it was presented nine years ago that it has become an annual fixture. Membership is by subscription only, with no single-performance tickets sold. Dues are $2 for the complete series.

The course, which includes round-table discussions and panels, creates considerable interest in the affairs of the industry, and its many phases and technicalities. Movie-goers who have attended these screenings in the past, have come away with a better understanding of the problems of the industry, as well as an appreciation of the finer points embodied in the production of motion picture.

Many exhibitors have voiced their approval of the program and said they wish it were possible for every movie fan to attend.

port. Jack Simons moves from Palace and Rialto, South Norwalk, Conn., to Bridgeport, Conn., and Landers will succeed Simons in South Norwalk.

New Orleans

Joy N. Houck, president, Joy's Theatres, placed John M. Harvey, Nabor, Oberlin, La., on the circuit's executive staff in charge of advertising, publicity, and public relations. . . . Mrs. Mary Morris, chairman, service committee, WOMPI, presented St. Mary's Training School for Retarded Children with an 8 by 10 foot silver screen for the showing of motion pictures. . . . A special meeting will be held at the New Orleans Hotel on July 28 to make final plans for the second annual WOMPI convention, which will be held here at the Roosevelt Hotel, September 30 through Oct. 2. . . . A new theatre is under construction in Venice, La., owned by Lewis Adolph and Brothers. . . . Albert W. Ruh is the new manager, Pittman's Tiger. . . . Walter Pidgeon stopped here to present the crown to Merlin Grace Garcia, Gretna, La., the 1955 winner of the Miss Louisiana Beauty Contest.

Albert Johnstone, president , E. L. Beaud, business agent, and W. L. Breitenmoser, chairman of the board, IATSE, local 293, attended the district meeting in Chattanooga, Tenn. . . . Carl Jones and Edward Goss assumed operation of the Kay, Farmersville, La. The new management will take over Aug. 2. The theatre was closed more than a year ago by R. W. Everett, owner. . . . It didn't take long for Osyka, Miss., businessmen to realize that a theatre is essential to a

L. A. Mass Meeting Aids Audience Poll

Los Angeles—Harry C. Arthur, Jr., chairman, Audience Awards Committee for Southern California, has called an all-industry mass meeting in the Boulevard on Aug. 2, for discussion of the Audience Awards. All film exchange personnel will attend the meeting, and all exhibitors are urged to bring along their entire staffs, including managers, assistant managers, advertising and publicity directors.

Elmer C. Rhoden, national chairman, Audience Awards committee, and president, National Theatres, will speak for the exhibitors. Y. Frank Freeman, vice-president, Paramount, will speak for the producers and Ronald Reagan will speak for the Actors Guild. Other prominent industry representatives also will be present.

"The spirit of this meeting cannot help but generate the enthusiasm we need," says Arthur. "The Audience Awards plan must succeed."

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Theatre Installations and Maintenance

Among those present at the recent Allied outing of southern New Jersey exhibitors at the Concord Hotel, Lake Kiamesha, N. Y., were Sam Franks, Egg Harbor, N. J.; John and Alex Herman, Mt. Ephraim, N. J.; Sam Tannenbaum, Atlantic City, N. J.; and Mr. and Mrs. David Silverman, Wrightstown, N. J.

community. Since the closing of the theatre in June, business was on the decline as the people of the surrounding rural area, as well as the townsfolk seeking movie entertainment, did their trading in neighboring towns. The Lion International Club, headed by R. S. Price, reopened the theatre in an effort to keep the townspeople at home and to reattract the rural folks to their community for entertainment and shopping.

New York

Eugene Picker, vice-president, Loew's Theatres, Inc., announced last week that William Analante, manager, Loew's Jersey City, has been transferred to Loew's 83rd Street, New York. Mary Kirkwood, acting manager, Loew's 83rd Street, has been temporarily assigned to relief manager.

Philadelphia

Johnny Roach, SW Stanley manager, and his wife celebrated their 25th wedding anniversary. . . . Bert Leighton, manager, Grand, Lancaster, Pa., returned to work after a long illness. . . . Charlie Cohen, Center manager, is still confined to bed at the Einstein Medical Center, Northern Division.

The Carman has set the first local showing of RKO's "Son Of Sinbad."

Patty Young, daughter of Columbia exploiteer Milt Young, was married to Milton Goldentyer, graduate, Temple School of pharmacy, at Ardath Jesuran. . . . Joe Haggerty, sound engineer, Blumberg Brothers, took his wife to the Green Hill to see "The Green Scarf." It was the first complete picture he has seen in many years. . . . MGM booker Dave Titleman found some film trailer date strips in a paper bag. If anyone is looking for them, he will gladly return them.

The mother of Sam Palan, formerly Monogram salesman, passed away last week. . . . Milton Rosenstein, son of the founder of Philadelphia Enameling and Sign Company, died suddenly last week. His father only died a short time ago.

The West Side Drive-In, Kingston Corner, Pa., between Kingston and Plymouth, Pa., on Route 11, was scheduled to open. It has 1,000-car capacity, and will be operated by Tom Walker, Comerford Theatres, Robert Rowland, and Charles Stecker. National Theatre Supply equip-

Bob Hope, star, Paramount's "The Seven Little Foys," who made a personal appearance at the Senate, Harrisburg, Pa., is seen prior to a golf exhibition for the benefit of Cerebral Palsy, with Pennsylvania's Governor George Leader and Reading's Mayor Robins. The Governor and the Mayor seem very interested in the derby hats worn by the "Foys" in the picture.

EXHIBITORS:

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(Opposite National Screen Service)

And you can help us serve you! Please make certain your film is checked every day before 12 Noon.

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PHILADELPHIA

MEMBER NATIONAL FILM CARRIERS, INC.

Guarantee:

Berlo will make your refreshment stand more profitable!

Whether you operate an indoor or drive-in theatre . . . in a busy metropolitan area or restricted neighborhood section . . . you'll earn more actual net profit when Berlo operates your refreshment stand than you can earn running it yourself!

Berlo takes over *every* problem you have: Hires and trains your sales people—and supervises them. Berlo also does all the bookkeeping, talks to all refreshment suppliers who formerly called on you, and keeps your stocks tasty-fresh—all with *no* investment on your part. Berlo leaves your hands and your capital completely free to run the rest of your theatre FULL TIME.

And, you will still earn *more* net profit from your refreshment stand when it's Berlo-operated than you do now.

WE CAN PROVE OUR STORY IN 10 MINUTES

America's Best Concessionaire

Write or call collect NOW! PEnnypacker 5-5966

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ped the spot. . . . Savar Amusement Corporation opened the new Circle Drive-In, located on Route 38 near Camden, N. J., last week. The spot has a 1,200-car capacity. . . . Condolences are extended to Mark Rubinsky, Uptown, Harrisburg, Pa., upon the death of his sister.

READING, PA., NEWS—Entries for the annual "Miss Reading Fair" beauty contest at the Reading Fair, September 11 through 18, are being received. Selecting semi-finalists and displaying them on the stage has been customary at the Astor and Strand for many years. . . . Many industry notables were here for the funeral of John U. Reber, 61, Reading native, and vice-president, J. Walter Thompson Company, New York, who died suddenly at his summer home at State Hill, Pa.

WILMINGTON, DEL., NEWS: John O. Hopkins, Jr., president, Hopkins Theatre, Inc., was appointed as a commissioner of the Wilmington Housing Authority by Mayor August F. Walz. Hopkins becomes the first Negro ever to serve on the six-member authority. The City Council unanimously confirmed his appointment for a six-year term expiring April 14, 1961.

Pittsburgh

The names of 12 outstanding showmen, May winners in the Stanley Warner Pittsburgh "Spring Movie Festival," have been announced by zone manager M. A. Silver. Tied for first place were Tony Collincini, Manor, Greenburg, Pa., and Bill Wyatt, Virginian, Charlestown, W. Va. Each receives a $75 U.S. Savings Bond for his record of showmanship and attendance improvement. In second place, each winning $50 bonds, were Jules Curley, Haven, Olean, N. Y., George Fraser, Leroy, Portsmouth, O., and Henry Rastetter, Warner, Erie, Pa. Third place winners, each receiving a $25 bond, were: Bill Decker, Butler, Butler, Pa.; Dick Kline, Liberty, North Kensington, Pa.; Ray Laux, Whitehall, Brentwood, Pa.; Howard Higley, Allen, Cleveland, O.; Charles Passinger; Warner, Morgantown, W. Va.; Joseph Scholer, Ohio, Sandusky, O.; and Max Silverman, Manor, Pittsburgh.

Drive winners for the previous month were: First prize, $100 bond, Bill Wyatt, Virginian, Charlestown, W. Va.; second prize, $50 bonds to each, Millard Ochs, Strand, Akron, O.; Dick Kline, Liberty, New Kensington, Pa.; Howard Highley, Allen, Cleveland, O.; and Jules Curley, Haven, Olean, N. Y. Third prizes, $25 bond to each: Tony Collincini, Manos, Greensburg, Pa.; Gus Nestle, Wintergarden, Jamestown, N. Y.; Frank Savage, Warner, Youngstown, O.; Milford Parker, Strand, Erie, Pa.; Paul Blumer, Victor, McKeesport, Pa.; Frank Brown, Penn, Titusville, Pa.; and Al Skigen, Kenyon, Pittsburgh.

The new $35,000 air conditioning system has been turned on at the SW Whitehall. . . . An engineering job with the Sylvania Company, Emporium, Pa., has been taken over by John Rigas, Coudersport, Pa., exhibitor. . . . Kenneth Lefkowitz, 21, MGM assistant shipper who resigned several months ago due to an illness, died as the result of a brain tumor. . . . Charles Dilley and Dennis Backus have closed the

(*Continued on page* 34)

CANDYDLY SPEAKING

EXTRA PROFITS

THE KEY to successful concession merchadising is traffic. The purchase of any "impulse" item is dependent on getting that item in front of large groups of potential customers and instilling in them the desire to buy through attractive display, clean surroundings and courteous service.

THERE IS no salesman more courteous than the drink vending machine. It never talks back, gives dependable service, and adds to concession buying the element of fun through the operation of an interesting mechanical instrument, the kind of fun that most Americans find particularly intriguing.

THE MAJOR PROBLEM, then, becomes one of strategic location of vending machines for maximum returns. Many theatremen have found it advisable to maintain more than one vending machine. The theatregoer, entering the theatre to see a show or leaving after having enjoyed the film, is confronted by an attractive drink machine, dramatically lit, located near the entrance and exit, reminding him of thirst. He literally sells himself.

THE POPCORN fancier or other patron of the concession stand finds a drink vendor near the candy area and again sells himself. With vending machines available handling a variety of carbonated and non-carbonated flavors, eliminating the change-making problem, and becoming in every way increasingly attractive, easier to maintain and service, and handling peak loads efficiently while leaving concession personnel free to service other items, traffic attraction, becomes the prime concern of the operator.

PERHAPS YOU, the exhibitor, could situate an extra machine in your lounge area, near the stairway approach to the balcony, or at some other strategic location where traffic is heavy. The worth of vending machines has been proven; it only remains to make certain that they are doing all they can to boost your EXTRA PROFITS.

—AL ERLICK.

The clean, modern 8-drink Dual Cup Station SodaShoppe blends harmoniously with the formal decor of the grand lobby in Loew's Kings, Brooklyn, and the product is restrainedly emphasized by the interior-illuminated plastic door embellishment. Peak crowds can be handled with speed and efficiency.

Candy is Delicious Food
ENJOY SOME EVERY DAY!

Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food

Cooperating with the INTERNATIONAL POPCORN ASSOCIATION
Dedicated to serving the popcorn and concession industries.

50,000,000 times a day . . .
IT'S A MATTER OF **PREFERENCE**—

Coca-Cola is first choice at cup machines*

1. In the growing cup vending business, Coca-Cola outsells all other soft drinks combined.

2. The thousands who select Coca-Cola at cup machines want their favorite beverage in your theatre too.

3. When you meet this demand, you turn proven preference into profit.

SELL
Coca-Cola
REG. U.S. PAT. OFF.
for extra profit

Of theatres handling beverages
more than 3 out of 4 sell Coke!

*1954 surveys by Alfred Politz Research, Inc.

Vending Success Depends On Location Near Heavy Traffic

Attractive design, proper site can insure maximum returns from large variety of colorful machines available to boost concession profits.

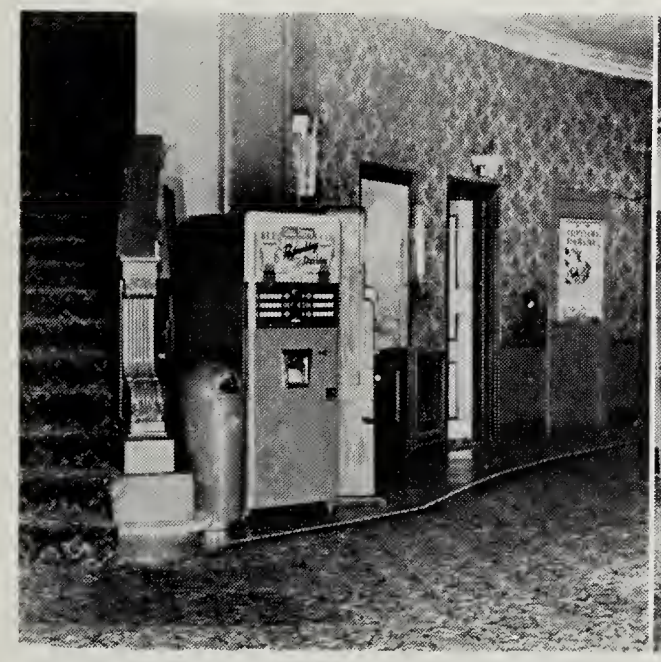
To secure the maximum in extra profits from his automatic vending machine installations, the alert exhibitor will be extremely careful to locate them in those places in the situation which consistently suffer heavy patronage traffic. He will make sure also, that they are prominent enough to take the eye of even the most difficult sales possibility. On this page are pictures representing several examples of the installation of Apco multi-cup soft drink dispensers in several of the Randforce Amusement Company's houses in Brooklyn, N. Y.

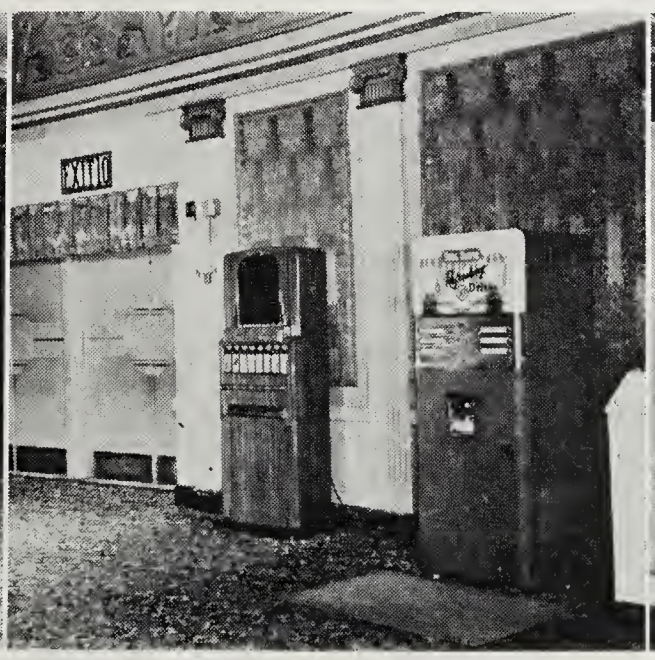
When a concession stand is in operation in the theatre, the most obvious and desirable location for the drink dispenser is, of course, adjacent to the stand, close enough to benefit from concession sales, yet far enough away to preclude congestion in the area. The automatic vendor relieves fountain personnel of mixing drinks, freeing them to perform other important services for extra profits. Apco's extraordinary 10-drink dispenser, for instance, offers maximum selectivity to please the taste preference of almost every customer. It is also a profitable course to supplement a lobby drink dispenser with another in the lounge, which can secure sales to many patrons who seek to relax in less congested areas during a picture break. The wide range of vendors available today assures the theatre owner of being able to install a machine which will fit the location and compliment the decor and, of course, the larger the machine, the greater the profits, in the ratio in which it can cater to peak crowds efficiently and quickly.

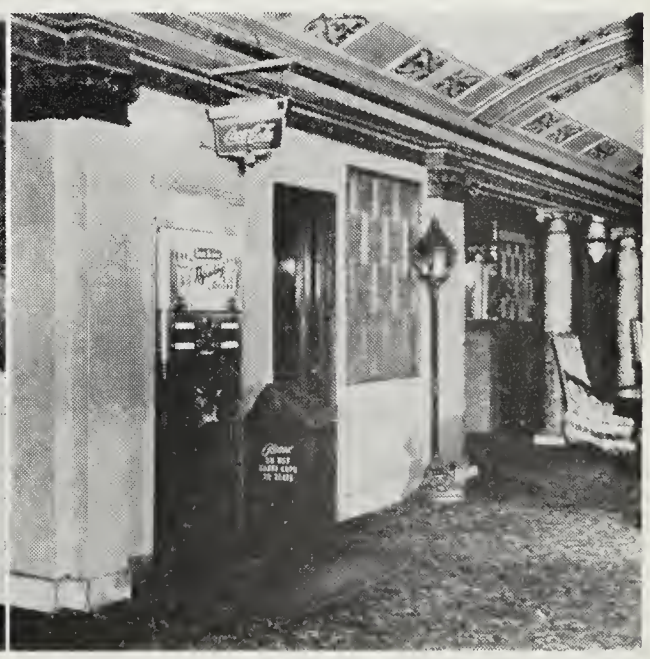
Inevitably, extra profits in the theatre resolves into the problem of offering excellent-quality merchandise with a minimum amount of overhead and maintenance expense, together with speed for the patron eager not to miss any part of the entertainment. There can be little question but that automatic drink dispensers help solve this problem.

The 10-Drink Dual Cup Station SodaShoppe, by Apco, is installed near the concession stand in the Meserole. It serves two at a time for double grosses and double profits, yet is unobtrusive in its surroundings and in its appearance.

The 4-drink machine found in the lounge of the Ridgewood supplements the 6-drink vendor in the lobby. Patrons' demand for the excellent cold beverages from Apco's cup dispensers was so great that it has been found both machines are profitable.







The SodaShoppe is found again in its 6-drink capacity in the lobby of the Ridgewood, representing almost a concession stand in itself, offering four carbonated and two non-carbonated drinks. In the Savoy, center and left, the automatic vendors are found again blending with their surroundings and located at crucial sales points near staircases and washrooms to attract attention from a maximum number of patrons.

Popcorn Seasoning Is Important, Simonin's Ryan Tells IPA Meeting

By JAMES A. RYAN
President, C. F. Simonin's Sons, Inc.

I FEEL somewhat like St. Peter—not in the sense that I have his missionary zeal at all, and not in the work he succeeded in doing for humanity, but for something else. He said, "Lord, it is good for us to be here." I think it is good for us to be here. It is good for us to be with each other for a common purpose, a common mission, to make this fast growing industry a better industry.

As we meet in our various organizational segment meetings, we realize more and more each day, I think, that it is only by such cooperation that we can give each other, and give to the parent organization what IPA needs to be a success and bring back to each of us the material rewards that are to be realized. As we give to the organization, we not only get back those rewards, but we get the spiritual blessings that working together in the spirit of brotherhood brings to us all.

This subject, "Popcorn Seasoning is Important to Your Product," is a very interesting one because I do not think that many of us realize what an important place fat takes in our economy and also in our physiological makeup. If we all had the sort of wife I have, who deprecates fat and tries to keep her own waistline down, as well as that of the other members of the family, you probably would not have much respect for fat, as such. But in the popcorn industry, fat is important. Fat is important as a seasoning. Fat has always been important as a seasoning in foods—always, and possibly to a greater extent than we realize.

You can go down the list of pork and beans, bacon and eggs, and you will quickly see that fat is a seasoning in food and it is a very necessary part of the diet, and it also contributes greatly to the flavor of the food we eat. That extends all the way through. I know my Italian friends pour olive oil into their soup. Fat goes into our pies. We would not get a good pie crust if we did not have fat in it.

Fat has certain peculiar values, but it is more important as a seasoning in the food we eat. It is not surprising that popcorn is seasoned with fat which is an important component in the flavor of this popcorn that you all produce.

The quality of seasoning in popcorn need hardly be mentioned, I suppose. Those of you who buy the various types of seasonings that are available in the form of fats of one kind or another have bought them for one reason or another possibly because you thought they were traditional, something to buy in connection with popping of corn, and you have not been too much concerned with the background of the fats that have been used, or possibly the basic reasons why they were used.

But there, again, we have fat being used to a considerable extent in popcorn and very necessarily so. The flavor of the oil or fat that is used in popping corn is a very important element—so much so that there are flavoring additives given to the oils, in case of butter flavors or in the case of bacon flavor, as my friends have developed in other ways.

Jim Cameron, Lakehead district manager, Famous Players Canadian Corporation, states that this background candy bar display, 32 inches by 40 inches, definitely produced results with sales actually doubled on the large economy 25 cent package of popcorn at the Capitol, Fort William.

However, in my end of the business, the refining end of the business, we try in our refining processes to remove all flavor possible in the manufacturing process, leaving it to the corn popper or the manufacturer of finished popcorn seasoning to add such flavor as he thinks his customer may desire.

The shelf life of the product is an important thing in the use of fat, and the selection of a fat for popping corn is very highly essential and that is something to be borne in mind when we are buying fats. I think we find without any question of doubt, that where popcorn is going into the retail stores to be held there until it is sold over a period of time, definite or indefinite, that coconut oil has been and probably will continue to be the best oil for that purpose. The reason is that coconut oil, of all of these fats that we have available, is the least susceptible to the absorption of oxygen and therefore is better than some of our other fats.

Secondly, I think it will be generally conceded among us in dealing with popcorn seasonings that peanut oil is a desirable popcorn seasoning. However, those who pre-pop corn and send it out into the country to be sold at a later date know that peanut oil does not fill the bill as well as coconut oil does. There isn't any question about that at all.

For popping on location, where the popcorn is going to be consumed in a very short time, let's say a couple of days, then the advantages of peanut oil come to mind, and it has some advantages which may or may not be compelling to those who pop corn. Peanut oil being liquid oil is easier to handle, while coconut oil is a hard fat and has to be melted before it can be used.

But peanut oil for popping corn, where it is to be consumed in a very short time, certainly is a very highly desirable product for that purpose.

The cost of these oils is an important thing to you, but speaking from the broad general standpoint, it would appear to me that the cost of oil in comparison with the cost of a ten-cent box of corn or the package of popcorn that the pre-popper sells, is quite minor, and a very small element in the final cost of his product. Therefore I would leave with you the thought that the first cost of the seasoning you buy is not as important a consideration as the proper type of oil for you to use, the excellence of quality of the product that you purchase, the reliability of the supplier, the development of friendly relations with him so that your information on market trends and the general well being of your business, as well as his, may be fostered in all respects.

In the use of these seasonings, I think it is important to mention that there can be too much used, or too little used, conceding for the moment the seasoning value of the fats that are used in seasoning, which certainly will not fulfill the purpose if too little be used. By the same token, if too much fat be used, there will be waste. I think in combination with the supplier of the fat, and with the manufacturer of the machines, the proper amount of fat to be used in popping corn can easily be ascertained and it should be followed at all times.

Since fat, even though it has the shelf life and the durability of coconut oil, let us say, is still a fragile material, it is very highly important that the equipment in which it is used be kept in good condition at all times.

I have seen popping kettles being used which had become carbonized, that would have been truly shocking to the consumer if he had looked into the kettles. If the kettles are cleaned regularly, there is no reason at all why they should not be kept in a nice bright condition at all times.

I think that you might be interested in markets and market trends. None of us in this country know very much about the coconut oil market because that is truly a world commodity, and the Philippines, from which most of our coconut oil comes, depend very largely upon the way Europe buys. And if Europe comes into the Philippines and buys a lot of the commodity over a short period of time, the price goes up, and if they pull out the price goes down. It is for that reason that it is difficult for us to see far ahead and try to visualize a trend in coconut oil prices over a long period.

There is one element that we have thought might have some effect upon the coconut oil prices, and that is the give-away program of our United States Government. As you probably know, we have been beset by terrifically heavy surplus quantities of cottonseed oil in this country which the government accumulated under the price support program on cottonseed, and the new administration has been making very serious attempts to get rid of that surplus at sacrifice prices abroad. As a result, at lot of cottonseed oil has been given away to Europe and the European manufacturers of margarine and shortening and coconut oil.

We thought that might have some effect on coconut oil prices because certainly

(*Continued on page EP-5*)

ABC Vending Plans New Distribution Unit

NEW YORK—Plans for the immediate construction in Long Island City of a 1,000,000 cubic foot distribution center to serve the New York and metropolitan area, were announced by the ABC Vending Corporation. The new building, when completed, will also house the organization's national executive offices.

The company is a leading operator of attended stands and automatic concessions in the theatrical, motion picture, sports, transportation, and industrial fields, with merchandising and sales activities in the more populous communities of over 34 states and the District of Columbia.

The concrete, steel, and masonry building of advanced one-story and mezzanine design, will be located on Northern Boulevard and 50th Street, Queens, adjacent to principal traffic arteries. It will be erected by the Kretzer Construction Company, Inc., industrial builders of Flushing, N. Y.

Featuring efficient function throughout, the building will employ the latest principles of mechanized warehousing. Indoor, all-weather loading ports will accommodate 30 trucks, with ample additional off-street parking facilities. Ventilation and even temperature will be fully controlled by air conditioning apparatus and special construction techniques.

In making the announcement, Charles L. O'Reilly, chairman of the board, ABC Vending Corporation, pointed out that expanding company operations in the face of mounting traffic congestion had made replacement and consolidation of its two present mid-town Manhattan locations with new and more strategically accessible quarters in Long Island, advisable.

Said O'Reilly, "Erection of this large, ultra-modern and centrally located building is ABC's way of dynamically reinforcing our confidence that the vending industry in metropolitan New York and the nation continues to have a sound and bright future.

"The new distribution center has been custom blue-printed for the expeditious movement of a great volume of incoming and outgoing shipments, handled with maximum efficiency. Industrial engineers have worked closely with ABC executives, sales, and administrative department heads in designing this building as one of the world's most up-to-date distribution centers, one that will fully meet present-day demands as well as those of future growth."

Drive-In Scores With Donuts

WAPPING, CONN.—Bill Daugherty, East Windsor Drive-In, a Lockwood and Gordon unit, has discovered an additional source of revenue in sale of donuts during the late intermission on Saturday nights. "The drive-in, by request some weeks ago, started selling donuts during Saturday night intermission, and customers, realizing they won't have to dash out of the house early Sunday morning for donuts, have been buying them heavily," Doug Amos, Bill's boss, reports. "As many as 80 dozen have been sold on a Saturday night."

Roxy Tie-in Sales On "Lady" Bring Added Bally, Profits

NEW YORK—William J. Moclair, managing director, Roxy, established a tremendous merchandising area for the sale to patrons of Walt Disney's "Lady And The Tramp" items.

Opened to the public prior to the opening of the feature-length CinemaScope cartoon, the area was strategically placed in the Roxy's spacious Rotunda. It centered around a 25-foot semi-circular glass counter, brilliantly lighted to exhibit the thousands of items available. A 60 x 80 color background further dramatized the important and popular stopping-off place for theatre patrons, either entering or leaving the theatre. Five especially trained uniformed attendants were on constant duty at the stand, under the supervision of Myron Levy, assistant manager in charge of merchandising.

The vast stock of attractive items, of interest not only to youngsters, but all ages, included 2,000 "Lady And The Tramp" charm bracelets; 500 all-speed records of tunes from the musical score; 2,000 story books; 3,000 comic books; 150 books of the popular musical score; 500 children's wash mitts; 450 girls' bubble bath and powder sets; 500 stuffed "Lady" and "Tramp" animals; 200 puppets; 250 model clay sets; 100 McCall's cut-out motifs; 200 hat box hand bags; plus a display of girls' Cheryl May "Lady And The Tramp" blouses.

Levy estimated that upwards of 10,000 items were carried in stock at the Roxy merchandising area during the run of "Lady And The Tramp," and from indications during the period preceding the opening, the Roxy's "Walt Disney Store" proved a fabulously successful venture.

Myron Levy, assistant merchandising manager, Roxy, New York, and Roxy managing director William J. Moclair are seen above discussing details of the huge merchandising project in the theatre's rotunda for the promotion of Walt Disney "Lady And The Tramp" items. Right, an over-all view of the 25-foot circular merchandising area in the Roxy rotunda, especially equipped for the sale of thousands of items pertaining to the animated cartoon feature. A sixty by 80 color background poster was installed with brilliant lighting for long-range visibility.

Popcorn

(*Continued from page EP-4*)

we have demonstrated in this country that we can make just as fine margarine with cottonseed oil and soybean oil, as ever was made with coconut oil. Even so, Europe has held pretty much to the use of coconut oil in the manufacture of margarine, and we felt that, as they found out how to make good margarine they would need less coconut oil and they would buy less in the Philippines, and the price would come down.

That was the long view which some of our people finally held, and it has come to pass, notwithstanding these heavy shipments of cottonseed oil to Europe, that Europe still continues to go in and buy a lot of coconut oil in the Philippines and all through the east Asiatic area. The price of coconut oil reflects that. As I said before, as they pull out of the market, the price weakens somewhat.

As far as peanut oil is concerned, we have a very serious shortage of peanut oil in this country arising from the price of the pork program, as one cause, which required the Secretary of Agriculture to reduce progressively over three or four years the acreage planted to peanuts and also the repeal of legislation which permitted our farmers to plant peanuts for crushing into oil without penalty. That legislation was repealed a couple of years ago because it was abused and between the new cuts in acreage this year and very serious droughts in the Far East, we will have practically no peanuts for crushing this year.

I think, however, our markets have already felt the ultimate effect of that situation, and we have already arranged to bring in from abroad considerable quantities of peanut oil at prices below those in the United States. As a result, I don't expect the price of peanut oil to go materially higher than it is now, and I hope it will ease off as the Europeans offer continually larger quantities of peanut oil in this country.

This is the new candy counter recently installed in the SW Strand, York, Pa., by Berlo Vending Company. Seen are Patricia Houck, attendant; Richard Reimer, 80, one of the oldest employes of the company; and Sydney J. Poppay, manager of the theatre.

Manley Develops New Concession Combination

Coliseum

KANSAS CITY—Manley, Inc., announces a new machine in their line. The Manley Coliseum Model is a combination of a Manley Ice-O-Bar and a Manley Display Console Popcorn machine.

The drink machine is a two-faucet Ice-O-Bar, and has a capacity of 1,000 soft drinks at a temperature of 40 degrees or less with three volumes of carbonation hourly, provided the incoming water temperature is 80 degrees or less and an adequate supply of water is available. The drink machine section is stainless steel with red Formica top. Reserve cold storage in the refrigerator compartment for an additional six gallons of syrup gives reserve capacity equivalent to an additional 27 cases of bottled drinks. The utility storage compartment is designed to hold a CO_2 gas bottle.

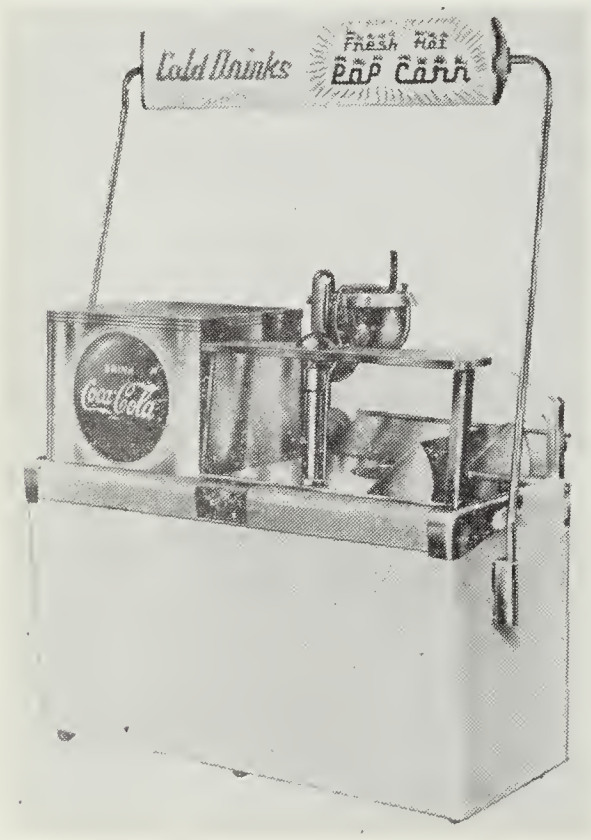
The popcorn machine has an Aristocrat cascade kettle, an elevator warmer capable of holding 72 1½-oz. popcorn cartons. It is available with either 12-oz. or 16-oz. kettle.

Refresherette

Manley, Inc., announces the Manley Refresherette, a compact snack bar occupying only 14 sqare feet, designed for speed, efficiency and service. It presents an opportunity to install food service in a place of business without the heavy capital outlay usually required when installing a fountain or kitchen.

Basically it is a combination of a two-faucet Manley Ice-O-Bar soft drink dispenser, a rotary hot dog grill spotlighted from an illuminated sign above, a two cubic foot refrigerator, bun steamer or toaster, three condiment cups, and a Maple carving block.

The drink machine has a capacity of 1,000 soft drinks, at a temperature of 40 degrees or less, with three volumes of carbonation hourly. The rotary hot dog grill has a capacity of 18 hot dogs every five minutes. Total capacity is 216 hot dogs per hour. The cabinet is baked enamel on steel. The drink machines section is stainless steel with red Formica top. It is designed for use either as a counter end or to stand independenly.



Sweden Shows New Ice Cream Dishes

SEATTLE—A new soft-serve dessert sherbet called "Passion Fruit" found popular favor with booth visitors in the Sweden Freezer local dealer booth at the recent Washington State Restaurant Convention. The fruit, grown in the Hawaiian Islands and also known as "Lilikoi," is used in the new soft-serve sherbet base which is made by Richardson and Holland, western topping and flavor manufacturer, and is expected to find favorable reception in the drive-in concession field as well as restaurants.

In addition to the special sherbet, which was dispensed from one head of a double-head Sweden automatic continuous fountain freezer, booth visitors were served sundaes, sodas, and a la modes made with their choice of either a high or low butterfat product. The high butterfat ice cream was drawn from the second head of the double-head machine, while the low butterfat product was dispensed from another Sweden Freezer. Specialty dishes such as parfaits and fresh fruit shortcakes were also made up and served to show the speed of this new automatic system of handling ice cream products. Milk shakes were dispensed from a Frigidmixer milk shake machine that turned out complete shakes that needed only the addition of flavor and a few seconds on the spinner before serving.

One of the outstanding features of the booth was a colorful presentation in full-color slides of the many ice cream disnes that can be made with the Sweden Automatic Fountain System, from the standard fountain items to new specialty dishes that are attractive and yet are inexpensive and easy to prepare.

EXTRA PROFITS

Volume 10, No. 5 July 27, 1955

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of MOTION PICTURE EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items and other profit producing adjuncts for efficient theatre operation. For further information, address MOTION PICTURE EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarian Street, Philadelphia 7, Pennsylvania. New York: 229 West 42nd Street, New York 36. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles, Calif.

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PICTURE BUSINESS IN PICTURES

PHILADELPHIA

Triangle Sign Studios, Philadelphia, are responsible for this attractive front built for UA's "Marty," Studio, Philadelphia. Triangle did all of the work, including the neon lighting sign of "Marty" in large letters atop the regular marquee of the theatre. *—Jack Goldman Photo*

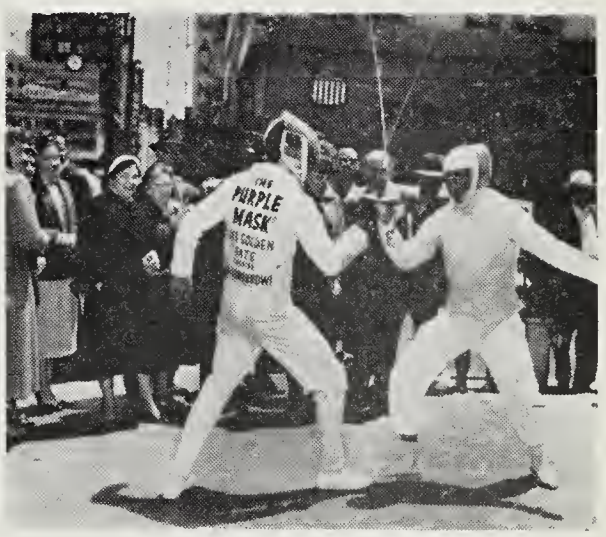
NEW YORK CITY

The camera recently caught the following celebrities at the United Cerebral Palsy Benefit of Paramount's "Seven Little Foys" at the Criterion, New York City. Top row, left to right, Adolph Zukor and Mrs. Zukor arriving for the event; Leonard Goldenson, president, American Broadcasting-Paramount Theatres and board chairman, UCP; Bob Hope, star of the film; and Walter Winchell, commentator; and, bottom row, left to right, Hope receiving from General James H. Doolittle, chairman of premiere committee, UCP's first "Humanitarian Award" for his ardent work on behalf of the cerebral palsy sufferers, as industrialist John Firestone, a UCP director, left, looks on. At the right, three of the picture's "Seven Little Foys" may be seen; and, right, Hugh Owen, Paramount Film Distributing corporation, vice-president, is seen at the affair with Joan Scott, prominent New York model.

INDIANAPOLIS

In connection with the local promotion of U-I's "This Island Earth," Circle, Indianapolis, manager Dal Schuder used an attractive model recently to hand out special "Metaluna" money, appropriately numbered so that some was good for free admission if the number was posted at the theatre.

SAN FRANCISCO

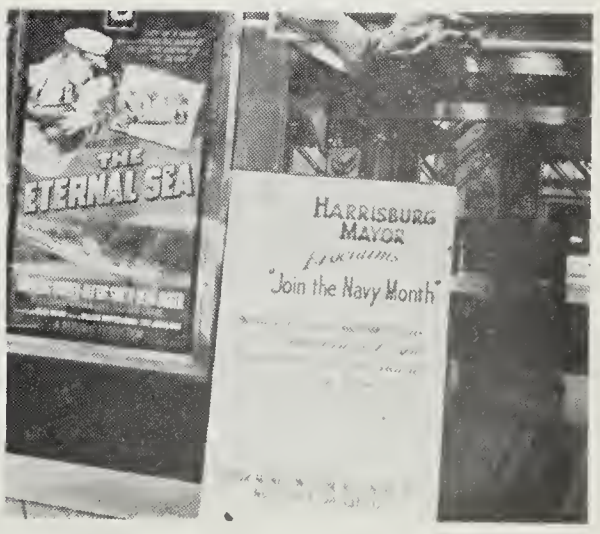


Mark Alling, manager, Golden Gate, San Francisco, aided by U-I promotion rep Mike Vogel, recently developed this crowd attracting bally of two appropriately attired swordsmen duelling on the streets downtown to herald U-I's "The Purple Mask."

BALTIMORE, MD.

A free give-away air conditioner, recently promoted by Rodney Collier, manager, SW Stanley, Baltimore, Md., at no cost to the theatre attracted many patrons to the lobby. The person stating in 25 words or less the best reason, in the opinion of the judges, for wanting the new air conditioner, will win it.

HARRISBURG, PA.



So confident was Bernard J. Bispeck, manager, Senate Harrisburg, Pa., recently that Republic's "The Eternal Sea" would please patrons that he guaranteed the film with a money back offer as stated on his one-sheet board. He also had the Mayor of Harrisburg proclaim "Join The Navy Month" in connection with his showing of film.

Northwest Variety Unit Seeks Club Charter

SEATTLE—Plans for the formation of a Variety Club of the Pacific Northwest and Alaska were finalized at an organizational dinner at the New Washington Hotel. Approximately 85 attended the affair, which was preceded by a cocktail hour graciously hosted by Pepsi-Cola and Glaser Brothers. A request for a charter has been submitted to Variety Club International headquarters, Miami, Fla. Rotus Harvey, Variety International representative-at-large, came up from San Francisco, to assist in the local club formation.

A committee of 15 was selected to tentatively guide the club's activities until the charter is granted. Five temporary officers elected were Bud Saffle, chief barker; Ed Cruea, first assistant chief barker; Glen Haviland, second assistant barker; Fred Danz, property master, and C. D. Gustavson, dough guy. The rest of the steering committee includes B. C. Johnson, Joe Rosenfield, Keith Beckwith, Bill Thedford, Jr., Harry Plunkett, Bob Parnell, Art Greenfield, Frank Christy, and Doug Forbes.

Plans call for a charter dinner on Aug. 18, at which George Hoover, international chief barker, is expected to present the charter. To date, over 50 memberships have been paid, a combination $15 initiation fee and dues covering the balance of 1955.

Variety Club welcomes everyone connected with the amusement and entertainment industry. Membership in the group is not limited to motion picture personnel, and is extended to TV, radio, sports, and newspaper people.

(*Continued from page 26*)

Aris, Erie, Pa. . . . James Sper was shifted to the West Virginia area now that Hymie Wheeler joined United Artists as main line and Erie salesman. . . . Wally Anderson's Palace, Mount Jewett, Pa., has closed. . . . The U. S. Federal Court will hear the Eastwood Theatre-Penn Township anti-trust suit against the film distributors which has been on file for six years. . . . Mr. and Mrs. William Weiss, McKeesport, Pa., theatre owners, returned from Miami, Fla., where they celebrated their 50th wedding anniversary. . . . The owner of Waterford Drive-In, Alden Phelps, who was elected Erie County Democratic chairman and fired from the job by the State Committee, and then renamed by the County Committee, again has been officially ruled out by the state board. The ousted chairman says that he will be a candidate for the office when the County Committee meets to name a new chairman. . . . Jack Kalmenson short subject week is dated at Warners for August 21-27.

Joseph Scanlan, Jr., former manager, Shea Theatres, Zanesville, O., gained a promotion to manager of Shea's Fulton, Pittsburgh. Scanlan's Zanesville job is being taken over by Dale F. Tysinger, who formerly managed the Shea houses in Ashtabula, O. Durwood Duty has taken over the Ashtabula managerial job. He was formerly manager for Shea in Marietta, Ohio.

Fox Midwest Executive Honored On Annivesary

JOPLIN, MO.—M. R. McLain, city manager, Fox Midwest Theatres, was honored last fortnight in recognition of 35 years in the industry. In a ceremony in the Paramount, a gift of appreciation was presented on stage by employes. In an additional recognition of the anniversary, the management of Paramount and Fox theatres set aside two weeks in honor of McLain, when a special effort to increase business will be made.

St. Louis

The Kay Drive-In, Shelbyville, Ill., on Route 16, east of the city, was taken over by the Frisina Amusement Company, Springfield, Ill. The drive-in was opened and operated for several years by the Kay Theatre Company, of which Merle D., Frances, and Glenn Stewardson were the stockholders. It is understood that the Stewardson family will now devote their time to other interests. . . . A strike set for July 17 against the Union Electric Company was averted when negotiators for the AFL Operating Engineers, Local 148, and the company reached a tentative agreement on a new wage offer to be submitted to the workers last week. Leo Bachinski, business manager, Local 148, said the union committee would recommend acceptance of the new offer. The present average wage scale is $2.21 an hour. . . . Paul Krueger, president, and co-general manager, Fred Wehrenberg Theatres, went to Chicago for the 81st annual meeting of the Ancient Arabic Order of Nobles of the Mystic Shrine. . . . The City Council, East St. Louis, Ill, passed a city ordinance to impose a half-cent municipal sales tax effective Aug. 1. Concession sales at theatres will be affected. . . . The Soldiers and Sailors Home, Quincy, Ill., has installed CinemaScope equipment, and a wide-screen.

Seattle

Herman Wobber, 20th-Fox division sales manager, San Francisco, and his assistant, Rev Kniffin, Los Angeles, were in for a meeting with the exchange. . . . Every Evans, formerly of the Rex, Eugene, Ore., replaced Willard Elsey, city manager, Evergreen's Aberdeen house, the D and R. . . . Richard Goldsworthy, formerly assistant manager, Paramount, is now at the Rex. . . . Don Conley has been transferred from Des Moines to head the RKO branch, a post formerly held by Eddie Lamb, who died recently. . . . National Theatre Supply recently installed new Walker Screens and Anamorphic lenses for CinemaScope in the Gross Circuit's Coliseum, Sitka, and Coliseum, Petersburg, both in Alaska. . . . The Palomar will be opened July 27 for an extended run of "The Wizard Of Oz." . . . Saffles' Theatre Service are doing the buying and booking for the new Mt. View Drive-In, owned by Ben Slowe, which opened recently in Cashmere, Wash. . . . Theatre birthdays included several veteran houses, including the Palomar, which celebrated its 40th anniversary, and the Colonial, which recently marked its 42nd year.

Washington

President Eisenhower, accompanied by his staff and nearly all the members of the National Security Council, attended a special showing of "This Is Cinerama" at the Warner recently. Representatives of Stanley Warner included Harry M. Kalmine, general manager, and Harry Goldberg, director of advertising and publicity; for Cinerama, present were Everett Callow, director of advertising and publicity, and Lester B. Issac, director of exhibitions for Cinerama Theatres. Representing Stanley Warner locally was George Crouch, zone manager. . . . The opening of Warners' "Mr. Roberts" at the Metropolitan and Ambassador has been postponed until after the CTC Strike is settled. . . . A. Julian Brylawski, exhibitor, and chairman, Committee on Traffic Safety for Metropolitan Washington, was honored by the presentation of a plaque from the National Safety Council for outstanding achievement in public safety education. . . . The new editor of the Variety "Barker" is Hal Rosen.

In honor of Senator Alben W. Barkley of Kentucky, a special showing of "The Kentuckian," starring Burt Lancaster, was held before an invited audience at the Ontario last week, sponsored by the Kentucky State Society of Washington. . . . The Variety Club was saddened at recent death of two members: Sidney B. Lust, 70, Lust Theatres, and Jacob Biben, 46, Biben Theatrical Agency. . . . Variety chief barker Alvin Q. Ehrlich, welfare chairman Morton Gerber, and ways and means committee co-chairman Frank Boucher went to Children's Hospital last week with Mrs. Thurmond Chatham, wife of the Congressman, to present checks resulting from a song-launching program at the Hecht Company. Mrs. Chatham wrote a popular song, "Lonely Road," and donated the launching proceeds to Variety's work at Children's Hospital.

The May prize winners in the Stanley Warner Spring Movie Festival for this area included E. C. Costolo, manager, Beverly; George Payett, Maryland, Hagerstown, Md.; Sidney Hoffman, Metropolitan; Ernest Wells, Kennedy, and Frank Shaffer, Dixie, Staunton, Va.

BALTIMORE NEWS—The Baltimore Variety Club, sponsoring the "Ice Capades of 1955" at Memorial Stadium, has been highly successful from a financial viewpoint. The week's total boxoffice is expected to reach $225,000. John Harris, "Ice Capades" owner, left for Atlantic City, and George Ebe, second international chief barker, Variety, moved in to take over for the remainder of the engagement.

Stanley Stern, manager, Governor Ritchie Highway Drive-In, returned from a managers' meeting in Boston. His young son has recovered from injuries received when recently struck by an auto. . . . Leon Back, general manager, Rome Theatres, attended the Allied meeting in Washington, with Meyer Leventhal, head, Lord Baltimore.

The Opera House, Shepherdstown, W. Va., celebrated its 45th anniversary last week with the introduction of CinemaScope and the screening of MGM's "Rose Marie." C. S. Musser has operated the theatre since its inception.

MOTION PICTURE
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The original Pink Section evaluations of features and shorts

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SECTION TWO
VOL. 54 • No. 13

JULY 27, 1955

ALLIED ARTISTS

The Phenix City Story (5525)

DOCUMENTARY
87½M.
With prologue
100M.

ESTIMATE: Highly engrossing and exploitable thriller.

CAST: John McIntire, Richard Kiley, Kathryn Grant, Edward Andrews, Lenka Peterson, Biff McGuire, Truman Smith, Jean Carson, Meg Myles, Katharine Marlowe, John Larch, Allen Nourse, James Edwards, Helen Martin, Otto Hulett, George Mitchell. Ma Beachie and James Ed Seymour appear as themselves. Produced by Samuel Bischoff and David Diamond; directed by Phil Karlson.

STORY: This is the documented story of what happened in Phenix City, Ala., when crime took over the local city administration under the violent grip of bosses, hoodlums, and men higher up in the state legislature. When several ruthless murders are committed, virtually in the open, decent citizens attempt a strong reform movement. They try to enlist the aid of John McIntire, eminent attorney, who declines to commit himself to either side. When his son, Richard Kiley, returns from overseas, he joins the citizen's committee, which angers the mob administration. Several bloody murders are committed to intimidate the committee, the police ignore the situation, and the local courts and juries are afraid. McIntire joins the committee, realizing the only way for him to oust the administration is to run for state attorney general. On election day, violence is threatened in Phenix City and voters are terrorized, but the rest of the state votes McIntire into office. Before he is sworn in the gang leaders murder McIntire because of the threat he represents to their century-old racket, with the result that the governor puts the city under martial law. Kiley is elected to fill his father's office and swears to reform the city.

X-RAY: A shocking and almost unbelievable story, this hits the screen with high dramatic realism and impact. Cast with new personalities, all of whom give good performances, and excellently directed and photographed, this film should hit high grosses if properly exploited. For audiences who like action and explosive drama, this is it. The aspect ratio is 1.85-1. One song, "Phenix City Blues," is heard.

AD LINES: "One Man's Courage Defies The Rotten Core Of The Underworld"; "The True Story Of Crime And Violence On Your Doorstep"; "The Dramatic And Explosive Tale Of Crime And Sin That Could Have Happened In Your City."

COLUMBIA

The Gun That Won The West (809)

WESTERN
71M.
(Technicolor)

ESTIMATE: Satisfactory action programmer.

CAST: Dennis Morgan, Paula Raymond, Richard Denning, Chris O'Brien, Robert Bice, Michael Morgan, Roy Gordon, Howard Wright, Dick Cutting, Howard Negley, Kenneth MacDonald. Produced by Sam Katzman; directed by William Castle.

STORY: In the late 1800's, Colonel Roy Gordon and his troops are assigned the job of constructing a chain of forts in the Sioux Indian territory of Wyoming. Gordon recruits former cavalry scouts Dennis Morgan and Richard Denning. Morgan and Denning are friendly with Sioux chief Robert Bice, and it is felt that a peace treaty with the Indians can be made. If war with the Indians should ensue, a new type of Springfield rifle is being manufactured. Morgan, Denning, and Denning's wife, Paula Raymond, arrive at the fort where the troops are stationed. Chief Bice and his braves arrive at the fort for a conference with Gordon. Gordon and Morgan try to pacify the Indian chief, but Denning, in a drunken fit, attempts to scare the Indians into submission. Chief Bice threatens war if his territory is invaded. Gordon, Morgan, and Raymond accompany a military expedition into the Indian country and are attacked. A dispatch is sent back to the fort telling of the need for the new rifles. Denning, in an attempt to prevent an Indian attack, goes to Bice and shows him the potency of the new Springfield. Bice realizes that it will be futile to fight against the new guns, but he thinks he can attack Gordon's troops before the guns arrive. Denning escapes from the Indians and warns the troops of the attack. Morgan risks his life to intercept the reinforcements, armed with the guns, and lead them to the troops now under attack. The reinforcements arrive in the nick of time, and the Indians are routed by the Springfields.

X-RAY: Containing abundant action in the form of gunplay, Indian attacks, and heroics by Morgan and Denning, this entry will serve as an okeh programmer. The story is somewhat routine with the direction, acting, and production being fair. Story and screen play by James B. Gordon.

TIP ON BIDDING: Low program rates.

AD LINES: "Outnumbered By A Band Of Savage Indians, They Had Only An Untried Weapon To Protect Them"; "The Mighty Sioux Nation In A Battle For Survival"; "They Had To Defeat A Mighty Indian Tribe . . . With An Untried Weapon."

The Night Holds Terror (807)

MELODRAMA
86M.

ESTIMATE: Well-made suspenseful entry.

CAST: Jack Kelly, Hildy Parks, Vince Edwards, John Cassavetes, David Cross, Edward Marr, Jack Kruschen, Joyce McCluskey, Jonathan Hale, Barney Phillips, Charles Herbert. Written, produced, and directed by Andrew Stone.

STORY: Driving home across the desert, aircraft worker Jack Kelly picks up hitchhiker Vince Edwards, who robs him of 10 dollars. He is told to drive to a rendezvous where they are met by John Cassavetes and David Cross, who are enraged over the small haul and are about to kill him when he suggests that he can sell his car and turn over the proceeds to them. Since the dealer can supply only half the cash with the balance to come from the bank the next morning, the trio decides to spend the night with Kelly at his home and take over to the dismay of wife Hildy Parks and their two youngsters. After a night of terror, he gets the money, but they are reluctant to let him get away alive for fear of being arrested. They hold him as a kidnap hostage hoping for really big money from his wealthy father. Parks notifies the police who strive to capture the trio without any fuss or news announcements. They are thwarted until the telephone company is able to provide enough clues as to their whereabouts when they phone. This permits their capture with Kelly unhurt.

X-RAY: Ingrained with suspense from start to finish, this entry should prove immensely entertaining to those who like to view their pictures from the edge of their seats. It is the sort of film that is short on names but long on all other phases of entertainment, and there is a good chance that word-of-mouth can start this off and help it at the boxoffice. The story told in matter-of-fact fashion starts out fast and winds up in a faster climax, while the cast is good as is the direction

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and production by Stone, who can also take a bow for the screen play which is based on a true incident. A song, "Every Now And Then," is heard.

TIP ON BIDDING: Fair program rates.

AD LINES: "Nightmare In An Easy Chair"; "The Guests Had Loaded Guns"; "With Snub-Nosed Guns And Hard Smiles . . . They Moved In . . . To Spend A Night Of Terror."

MGM

The King's Thief (532)

MELODRAMA 78M.

(CinemaScope)
(Eastman Color)

ESTIMATE: Period piece for program has names to assist.

CAST: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Sean McClory, Tudor Owen, Melville Cooper, Alan Mowbray, Rhys Williams, Joan Elan, Charles Davis, Ashley Cowan, Ian Wolfe, Paul Cavanagh. Directed by Robert Z. Leonard; produced by Edwin H. Knopf.

STORY: George Sanders as Charles on the throne of England in 1662 leans heavily on the advice of Duke David Niven and sentences to death all Niven accuses of treachery, with Niven hoping to kill off all of Sanders' loyal friends and then assume the throne himself. One of those so killed is the father of Ann Blyth, who returns from France to avenge his death. Niven is held up and robbed of a black book containing names and addresses of victims past and future by former officer in Sanders' army, Edmund Purdom, and his friends. Purdom and Blyth become friends, but before they can plan any action with the book, Niven tracks them down, wounds Purdom, recovers the book, and then jails the former officer along with his friend Roger Moore. Blyth helps them escape and they bring Niven's treachery to Sanders' attention in a surprise meeting in the Tower of London. Purdom wins a duel with Niven and forces a confession, Sanders pardons and rewards Purdom and looks as though a wedding between him and Blyth is in the offing.

X-RAY: There's a goodly bit of action, intrigue, and colorful settings from the days of yore to be found in this entry which should find a favorable niche on the program. The story is of average interest, and the cast and direction as well as the production are adequate for the set needs. The names may be of assistance in the selling. The screen play is by Christopher Knopf, based on a story by Robert Hardy Andrews.

TIP ON BIDDING: Program price.

AD LINES: "He Had To Steal To Save His Life"; "A Thief Without Peer In The Kingdom And The Story Of His Adventures"; "He Stole A Kiss Or A Jewel Where He Could Find Either Or Both."

PARAMOUNT

To Catch A Thief (5502)

MYSTERY COMEDY 106M.

(VistaVision)
(Color by Technicolor)
(Filmed mostly on the Riviera)

ESTIMATE: High rating entertainment.

CAST: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Jean Martinelli, Georgette Anys, Roland Lesaffre, Jean Hebey, Rene Blanchard. Produced and directed by Alfred Hitchcock.

STORY: When a series of jewel thefts occur in and around Cannes, one-time jewel thief Cary Grant is suspected although he has gone into retirement. He eludes the police until he can get in touch with friend, Charles Vanel, restaurant owner and one-time head of the French underground. Also working in the restaurant are several other ex-convicts who, along with Grant, escaped from jail during the Nazi occupation and did work for the underground which merited them a parole. Vanel agrees to help his establish his innocence, and he is helped to escape by young Brigitte Auber, who has a crush on him. Vanel puts him in touch with John Williams, insurance investigator for the firm that has had to pay for all of the losses, and he agrees to help Grant by supplying a list of possible victims. He introduces him to two of them, Jesse Royce Landis and her daughter, Grace Kelly. The latter begins to suspect his real identity. Landis is robbed with Grant in the vicinity. Grant sets a trap but is almost killed by the gang of real jewel thieves who wind up causing the death of one of their own men. Another trap is set at a huge costume ball where with the aid of Landis, Kelly, and Williams, Grant is able to trap the burglar, Auber, who works for Vanel.

X-RAY: Smooth and engrossing entertainment is what this entry has to offer, along with fine performances by Grant, Kelly, and Landis, who with the bright and witty dialogue do much to make it all seem possible and realistic. While not as suspense-laden as some other Hitchcock entries, this one has a full quota of the commodity so that audiences will be highly interested from start to finish. Backgrounds and settings of the picturesque Riviera add much to the value of the film. Direction and production are in the better category. This will be appreciated and enjoyed by adult audiences with good word-of-mouth to follow and with better business resulting. The screen play is by John Michael Hayes, based on the novel by Davis Dodge.

TIP ON BIDDING: Higher rates.

AD LINES: "Breathless Adventure And Suspense On The Riviera"; "He Had A Way With Women And Jewels And Appreciated Both In Their Proper Setting"; "A Trap To 'Catch A Thief' Makes For An Adventure In Suspense And Romance."

RKO

Son Of Sinbad (513)

COMEDY DRAMA 88M.

(Color by Technicolor)

ESTIMATE: Entry has exploitation angles.

CAST: Dale Roberston, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Leon Askin, Jay Novello, Raymond Greenleaf, Neijia Ates, Kalatan, Ian MacDonald, Donald Randolph, Larry Blake. Produced by Robert Sparks; directed by Ted Tetzlaff.

STORY: When Dale Robertson visits the harem of Leon Askin once too often, he is captured, much to the dismay of queen Lili St. Cyr and her servant, Sally Forrest. Urged on by court jester Jay Novello, Robertson and his friend, Vincent Price (Omar Khyam), are sentenced to die. Ian MacDonald, representative of a barbarian conqueror, threatens utter destruction unless Askin surrenders the city. An old Greek scholar, Raymond Greenleaf, and his daughter, Mari Blanchard, friends of Robertson's father, the famous Sinbad, offers to reveal a secret weapon which can keep the conqueror away if Askin will free them as well as Robertson. He demonstrates after first obtaining the formula from Blanchard, whom he must hypnotize to get it. Novello reports all to MacDonald and Greenleaf is killed and Blanchard and the chemicals abducted. Robertson offers to get Blanchard and the chemicals back in return for freedom and a high position in the government. Forrest offers him the help of the Forty Thieves, all girls and daughters of the original Forty Thieves. He frees Blanchard and they ride to the hideout of Forrest and the girls, who with the aid of the secret explosive keep MacDonald and his men at bay, killing most. Returning to the palace, Robertson has Novello arrested and is installed as second in command to Askin, with the Forty Thieves as his bodyguard. He and Forrest plan a future together, with Price and Blanchard likewise occupied.

X-RAY: Loaded with females in brief costumes, a nonsensical story that is broad in its humor, fair performances, and adequate production and direction, this entry shapes up as average program entertainment given added attraction and emphasis by the excitement and protestations of unofficial censorship groups. Whether or not this will add to the boxoffice potential is something each individual buyer must decide, but for the record it should be noted that this has a "C" rating by the Legion of Decency. Price, tongue in cheek, makes the most of the available dialogue. Aubrey Wisberg and Jack Pollexfen are responsible for the screen play which seems a compilation of all former types of films on this order. This film has an aspect ratio of 1.75-1.

TIP ON BIDDING: At individual discretion.

AD LINES: "The Picture They're All Talking About"; "Fifty Beautiful Girls . . . All Ready To Entertain You In Their Own Way"; "He Was The Best Lover Of Them All . . . And What A Harem"; "Romance From Days Of 'Arabian Nights'."

Wakamba (514)

OUTDOOR DRAMA 65M.

(Technicolor)
(English Narration)

ESTIMATE: Off-beat entry for the art spots and for lower half in regular houses.

CREDITS: Edgar M. Queeny, Producer. Presented by The American Museum of Natural History.

STORY: In central East Africa dwells the Wakamba tribe. A hunter of the tribe, desiring a bride, goes to a tribal elder to obtain the hand of his daughter. The father consents but demands elephant tusks as payment for his daughter. The hunter, armed only with a bow and arrow, goes after a huge elephant. At a crucial moment the bow breaks and the hunter is forced to return to the village empty handed. After he obtains a new bow and arrows specially prepared by the high-priest, the hunter once again goes out in search of the elephant, this time accompanied by a friend. The two hunters wander far from the village until they locate elephant tracks. The tracks take them to unexplored land. They locate the giant elephant and stalk him through the alien territory. The hunters soon become fearful, since they observe that the animals around them do not run away as do the animals of their hunting grounds. The elephant is brought down by the hunters' arrows. The men take the tusks of the dead beast and start their journey homeward. The hunters now become more frightened, since they observe that the animals are now restless and aggressive. In addition, a band of elephants is roaming the fields, seeking to avenge the killing. After a night of sleep near a campfire the men increase their speed homeward and are soon in familiar territory. They finally arrive in the vil-

lage and the marriage ceremonies get under way.

X-RAY: This entry could appeal to art and specialty audiences as well as to regulation viewers as a lower half release. Good photography captures interesting views of African wildlife, and colorful scenery, and native tribal life and ceremonial rituals.

AD LINES: "A Story Of Mystery And Strange Enchantment"; "Dark Africa . . . Where Witchcraft Rules A Race Of Primitive Emotions"; "Journey To A Land Never Seen By Western Man . . . A Land Of Beauty And Mystery."

REPUBLIC

Double Jeopardy (5437)

MELODRAMA 70M.

ESTIMATE: For the lower half.

CAST: Rod Cameron, Gale Robbins, Allison Hayes, Jack Kelly, John Litel, Robert Armstrong, John Gallaudet, Bob Nelson, Minerva Urecal, Tom Powers, Dick Elliott, Fern Hall. Associate producer, Rudy Ralston; directed by R. G. Springsteen.

STORY: John Litel is being blackmailed by his former partner, Robert Armstrong, who served a prison rap years before on a shady business deal. Litel's daughter, Allison Hayes, and his lawyer, Rod Cameron, in love with Hayes, know nothing of this. Urged on by Gale Robbins, his two-timing wife, Armstrong tries to apply more blackmail pressure and is killed by Jack Kelly, Robbins' boyfriend, who tried to double cross Robbins by getting the money from Armstrong. Investigating Armstrong's death, police turn up the relationship to Litel, who confesses the blackmail part of the affair, but denies the murder. Cameron and Hayes begin their own investigation, finally link Robbins to Kelly and Kelly tries to kill her. He then confesses the murder of Armstrong. Cleared, Litel gives his blessing to the marriage of Hayes and Cameron.

X-RAY: Strictly a meller for the lower half, this has little to recommend it. The low budget shows all the way, with the story being familiar and performances adequate. There are a few moments of action, but suspense is lacking. Don Martin did the screen play.

AD LINES: "Hard Hitting Crime Drama With Exciting Action"; "Suspicion, Violence, Blackmail"; "A Deadly Formula For Murder."

20TH-FOX

How To Be Very, Very Popular (518)

FARCE 89M.

(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Farce has angles for the selling.

CAST: Betty Grable, Sheree North, Robert Cummings, Charles Coburn, Tommy Noonan, Orson Bean, Fred Clark, Charlotte Austin, Alice Pearce, Rhys Williams, Andrew Tombes, Noel Toy, Emory Parnell, Harry Carter, Jesslyn Fax, Milton Parsons, Jack Mather. Produced and directed by Nunnaly Johnson.

STORY: Two dancers, Betty Grable and Sheree North, in a honky tonk, witness the murder of Chinese stripper, Noel Toy, and grab a bus winding up in a college town hungry, homeless and without funds. Their wanderings take them to a fraternity house peopled by Orson Bean, Tommy Noonan, and Robert Cummings among others. Grable persuades Cummings to give her some food and then summons North, who enters the room where Noonan is trying to hypnotize Bean and not succeeding. North does come under his influence and he is unable to snap her out of it. In addition to hiding the girls, it is also necessary to hide Bean, who has been expelled by president Charles Coburn, who regrets his action when he hears that Bean's father Fred Clark is due to arrive with a possible bequest of a million dollars to the school. It also becomes known that the killer is near the school looking for the girls. Since he is described as bald-headed, all hairless males, including Clark, suffer all kinds of things from head injuries to arrest. The girls also succeed in disrupting and pepping up the graduation proceedings, at which point the killer, Milton Parsons, starts shooting. Eventually, the killer is caught, Clark is happy that Bean has become acquainted with girls and that he is to graduate, and the girls are paired off, Grable with Cummings and North with Bean, while Noonan tries hypnotizing another pretty girl.

X-RAY: A sneak preview audience seemed to have a lot of fun watching this wacky farce that had its moments of high entertainment but not enough North dancing (there's just one dance number, actually). The story has a familiar ring to it, the cast is adequate, and the direction and production are okeh. Between the ballyhoo for North as a promising newcomer and the title of the film, this could go places given a little extra selling attention. Two musical numbers are heard, "How To Be Very, Very Popular" and "Shake, Rattle and Roll." The screen play is by Johnson based upon a play by Howard Lindsay from a novel by Edward Hope and a play by Lyford Moore and Harlan Thompson.

TIP ON BIDDING: Higher program rates.

AD LINES: "She Had A Way With Men, Men, Men"; "She Knew How To Be Very, Very Popular . . . Come In And Catch Her Secret"; "A Cool Tale About A Hot Subject . . . Sheree Is The Hottest Of Them All."

The Living Swamp (512)

DOCUMENTARY 33M.

(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Satisfactory featurette.

CREDITS: Produced by Jeffrey Hunter and William Hayes; directed by David DaLie.

STORY: The camera is taken into the Okefenokee Swamp of Georgia. There is seen the region's natural beauty and a varied assortment of wildlife, including birds of many species, snakes, bears, alligators, and smaller animals. An expedition journeys into the swamp. After capturing an alligator, the party engages in the dangerous task of snake hunting. This tricky operation is performed with the aid of a long stick and a sack for imprisoning the deadly vipers. Mission accomplished, the party heads out of the picturesque, but often dangerous, Okefenokee.

X-RAY: Excellent CinemaScope photography highlights this featurette. The camera explores the primitive swamp region, and captures its atmosphere and color. The film is well narrated and maintains an element of interest. Written by David DaLie, it can serve as support for a long top half entry.

AD LINES: "An Unusual Treat"; "The Okefenokee . . . Behind Its Beauty Lurks The Danger Of Claw And Fang"; "In The Heart Of Georgia, A Land Of Primitive Beauty And Primitive Death."

UNITED ARTISTS

The Big Bluff

DRAMA 70M.

(Wilder)

ESTIMATE: Routine lower half entry.

CAST: John Bromfield, Martha Vickers, Robert Hutton, Rosemarie Bowe, Eve Miller, Max Palmer, Eddie Bee, Robert Bice, Pierre Watkin, Beal Wong. Produced and directed by W. Lee Wilder.

STORY: Martha Vickers recovers from a heart attack and goes to California with her secretary companion, Eve Miller, who knows that she has about a year to live. She comes under the care of Dr. Robert Hutton, who is attracted to Miller, and also meets John Bromfield, who has an eye for women as well as for money and who is in love with dancer Rosemarie Bowe, who is unhappily married to Eddie Bee. He charms Vickers and she marries him. He plans to get her money as soon as possible. The marriage, however, has given her a new lease on life, and he plans to murder her and give himself an alibi with Bowe hundreds of miles away. In the dead of night, he shoots her and escapes, arriving later to act surprised and offer his alibi along with proof having spent the night with Bowe. It turns out that Vickers died of a heart attack before the bullet could kill her, and he is free to go until Las Vegas police arrest him for the murder of Bowe, since his alibi was iron-tight. She was killed by Bee, who had a fatal auto accident.

X-RAY: The plot here is of average interest with performances, direction, and production also falling into the average category. The whole shapes up as a routine entry for the lower half. The screen play is by Fred Freiberger, based on a story by Mildred Lord.

AD LINES: "He Stopped At Nothing To Get Her Fortune And Wound Up Under Arrest For Murder"; "Could He Be Guilty Of Killing A Woman Hundreds Of Miles Away? Don't Miss The Surprise Answer"; "A Startling Tale Of Men, Women, And Money."

Break To Freedom

DRAMA 88M.

(Angel)
(English-made)

ESTIMATE: Okeh entry for art and specialty spots.

CAST: Anthony Steel, Jack Warner, Robert Beatty, William Sylvester, Guy Middleton, Michael Balfour, Paul Carpenter, Moultrie Kelsall, Eddie Byrne, Geoffrey Hibbert, Peter Jones, Frederick Valk, Frederick Schiller. Produced by Daniel M. Angel; directed by Lewis Gilbert.

STORY: During World War II in a German prison camp, Lt. Anthony Steel conceives the plan of constructing a collapsible life-like dummy to assist in the escape of prisoners. Lt. Paul Carpenter is first to try, but he is captured at the frontier and shot. An impatient American officer, William Sylvester, decides to try on his own instead of waiting for his turn to come and tries to bribe one of the Nazi officers, who doublecrosses him and shoots him down at the wire. Steel has been reluctant to try and escape after a break in correspondence with a girl he has never seen but is persuaded to make the attempt. He fails and is taken by the guard and returned to camp. The existence of the dummy is kept a secret. He claims the privilege of another try during a bombing raid and gets a chance to see the overbearing Nazi officer Anton Diffring get his just due from one of the falling bombs.

X-RAY: Patterned on the prior released "Stalag 17," this English version might prove of value to the art and specialty spots with its British dialogue and mannerisms, and as filler on the lower half if the accents are not minded too much. The story is interesting and the cast does well by its assignments, with the direction and production in the adequate category. The screen play is by Vernon Harris and Guy Morgan based on the play by Morgan and Edward Sammis. The aspect ratio is 1.66-1.

AD LINES: "They Had Freedom To Gain And Nothing But Their Lives To Lose"; "A Suspense Drama Of Men Behind Barbed Wire . . . Their Thoughts And Desires"; "They Had To Make A 'Break For Freedom' Or Go Crazy Behind Barbed Wire."

The Kentuckian

MELODRAMA 104M.

(Hecht-Lancaster)
(CinemaScope)
(Print by Technicolor)

ESTIMATE: Interesting melodrama.

CAST: Burt Lancaster, Dianne Foster, Diana Lynn, John McIntire, Una Merkel, Walter Matthau, John Carradine, Ronald MacDonald, John Litel, Rhys Williams, Edward Norris, Lee Erickson, Clem Bevans, Lisa Ferraday. Produced by Harold Hecht; directed by Burt Lancaster.

STORY: In the backwoods of Kentucky in 1820, hunter Burt Lancaster discusses going to Texas with his son, young Donald MacDonald, but he is jailed by constable Rhys Williams for the murder committed by another of his clan against their feuding opposites in the area. The boy is befriended by Dianne Foster, bonded servant of the local tavern owner. She frees Lancaster, who uses his Texas money to buy her freedom. They stop at the home of his brother, John McIntire, and his wife, Una Merkel, while Foster goes to work for tavern owner Walter Matthau to help save the needed money. Lancaster goes to work for McIntire, meets school teacher Diana Lynn, and thinks of settling down with her. Finally the Texas riverboat commanded by John Litel docks, and he announces he will lay over for awhile awaiting passengers. Friction between Lancaster and Matthau comes to a head and the two battle it out, Matthau with a whip and Lancaster without a weapon. Lancaster is losing until Foster helps by rendering the whip useless, whereupon Lancaster wins. He plans to settle down with Lynn until several of the feuding clan show up to kill Lancaster. Their plans are disrupted by Foster, who shoots one and makes it possible for Lancaster to get the other. He decides to forget Lynn and go to Texas with MacDonald and Foster.

X-RAY: An interesting, though slightly different type of vehicle for Burt Lancaster in that there is less action than is usually found in his type of entry, the release holds interest pretty much throughout with the play on situation and character development. There are several sequences which will please the action fans immensely. The cast, direction, and production are good so that the overall result is one that can do a little better than average given some push and selling. Lancaster's first directorial assignment comes off in okeh fashion. The screen play is by A. B. Guthrie, Jr., based on the novel, "The Gabriel Horn," by Felix Holt.

TIP ON BIDDING: Higher program rates.

AD LINES: "He Let No Man Or Woman Stand In His Way—The Man From Kentucky"; "He Could Shoot Straight And Fight Hard . . . And Had To Do Both At Once Many A Time"; "An Action Adventure Thriller About Early Pioneer Days."

The Man Who Loved Redheads

ROMANTIC COMEDY 89M.

(Lopert)
(English-made)
(Eastman Color)
(Print by Technicolor)

ESTIMATE: For the art and specialty spots.

CAST: Moira Shearer, John Justin, Roland Culver, Denholm Elliott, Harry Andrews, Patricia Cutts, Moyra Fraser, John Hart, Joan Benham, Jeremy Spenser, Melvyn Hayes. Produced by Josef Somlo; directed by Harold French.

STORY: When just a boy, John Justin met teen-ager Moira Shearer and fell in love with her. He never forgot her face despite having gotten married and raised a family as well as having assumed his title and a position with the foreign office. One day in the street, he meets a young woman who so resembles his childhood sweetheart that he asks her to dinner, posing as a bachelor and borrowing the use of friend Roland Culver's apartment and man-servant, Harry Andrews. He likes the excitement and decides to lead a double life so that he can dabble with the opposite sex at will. The years pass, and he meets a number of gals who resemble Shearer. At one of his parties, his grown son, Denholm Elliott, shows up, and he persuades him to keep quiet. He and Culver grow old but still go for an occasional fling, the latest being to take two models to the opening night of a show in which Elliott appears. Justin is startled to find his wife, Gladys Cooper, present and apparently in the know about his young girl friends as well as his other escapades throughout the years. He is overwhelmed by her affection and loyalty and resolves not to stray any more. He doesn't even recognize childhood sweetheart Shearer when she is nearby for she too has grown old.

X-RAY: A charming and humorous entry for the art and specialty spots where it will be most appreciated, this has typical British dialogue and a suave story. The cast is efficient and the direction and production are adequate, while the story should hold interest for select audiences. The screen play is by Terence Rattigan and there are a few excerpts from the ballet, "Sleeping Beauty," by Tchaikovsky, to be found here. This bears a Legion of Decency "B" rating.

AD LINES: "He Had A Wife And Child But—Oh—How He Loved Redheads"; "He Was A Romantic Dr. Jekyll And Mr. Hyde Until His Wife Caught Up With Him And Then The Fun Started"; "Fun For All In This Romantic Comedy In Color."

The Night Of The Hunter

DRAMA 93M.

(Gregory)

ESTIMATE: Entry based on best-selling book needs selling.

CAST: Robert Mitchum, Shelley Winters, Lillian Gish, Evelyn Varden, Peter Graves, Billy Chapin, Sally Jane Bruce, James Gleason, Don Beddoe, Gloria Castillo, Mary Ellen Clemons, Cheryl Callaway. Produced by Paul Gregory; directed by Charles Laughton.

STORY: Robert Mitchum, self-ordained soul saver and murderer of a number of women whom he termed evil although their money remained pure, is arrested for car theft in West Virginia and jailed with Peter Graves, convicted of murder and the theft of $10,000. Before being taken, Graves shows his youngsters, Billy Chapin and Sally Jane Bruce, where he has hidden the money, in her rag doll, and makes them promise to never tell and use it to care for themselves in these days of depression. Mitchum seeks out Shelley Winters, Graves' widow, and convinces her to wed him. Bruce likes him but Chapin is suspicious. Convinced that Winters doesn't know where the money is and tiring of her, Mitchum kills her and gives out the story that she ran away and that he intends to remain and care for the children. He almost kills them, whereupon they tell where the loot is, but they escape in a rowboat on the river before he can catch them. After several sleepless and hungry days and nights, they land on property owned by Lillian Gish, who has a warm heart and takes in strays both animal and human. The children like her and her home. Mitchum shows up and tries to get the children, but Gish is not convinced they should go with him and drives him off. He tries to attack her but she shoots at him and the police capture him, at which point Chapin gladly gives up the money.

X-RAY: This is a moody, dismal, and unpleasant entry that can be sold in several ways. Firstly, this can go out on the art and specialty rounds where its definitely off-beat story, situations, and characterizations may best be appreciated and where the patron is always on the watch for the "different." Secondly, this can be sold in regulation houses as a sensational type of entry based on the book that saw much attention, along with suspense, a killer after two young children, and a murderer venting his killer-emotions on hapless and unsuspecting women. It can prove a real horror-type of release for some audiences. There are other angles as well that can be used in the selling, with each exhibitor finding his own particular best level. There is no doubt that there is a certain amount of fascination to be found here, along with some competent performances on the part of many members of the cast, particularly Mitchum and youngster Billy Chapin. Laughton's direction on the other hand swings from the real to the ethereal, and at times his transitions from scene to scene are choppy and unsatisfying to those who expect their entertainment to emerge in orderly fashion. There are on the other hand some good bits for which Laughton can take credit. The screen play is by James Agee, based on the novel by Davis Grubb. This bears a Legion of Decency "B" rating. The aspect ratio is 1.85-1.

TIP ON BIDDING: This will vary with the individual situation.

AD LINES: "A Best Selling Novel Is Brought To The Screen As Unusual And Exciting Entertainment"; "People With Weak Hearts Should Avoid 'The Night Of The Hunter'"; "Adventure In Horror And Suspense."

U-International

Female On The Beach (536)

DRAMA 97M.

ESTIMATE: Good suspense drama.

CAST: Joan Crawford, Jeff Chandler, Jan Sterling, Cecil Kellaway, Judith Evelyn, Natalie Schafer, Charles Drake, Stuart Randall. Produced by Alfred Zugsmith; directed by Joseph Pevney.

STORY: A quarrel is heard between Judith Evelyn and Jeff Chandler and he walks out, after which she drunkenly tries to follow and goes over a guard rail falling to her death on the beach below. The owner of the beach house, widowed Joan Crawford, moves in and notices Lt. Charles Drake examining the scene of the accident while real estate agent Jan Sterling is on hand to greet her. She finds Chandler in her house preparing breakfast and she resents his intrusion, althought he

charmingly implies he has always had the run of the house. She sends him on his way retrieving the key. Sterling has had an affair with Chandler, but now he refuses to continue with her. Crawford eventually is drawn to Chandler. She finds a diary left by Evelyn and understands that Chandler has been staying with next-door neighbor-gamblers Cecil Kellaway and Natalie Schafer, hoping to snare a rich widow so that they would all profit. Crawford, in love with Chandler, presents him with a new fuel pump for his boat that they plan to use for their honeymoon. Sterling warns Crawford against the marriage, but she refuses to listen. Married, she brings items aboard the vessel and finds the new fuel pump hidden in a drawer and the faulty one still in place. She suspects Chandler of wanting to kill her for her money and tries to get away. Sterling confesses to Chandler that she was responsible for the death of Evelyn and for putting the old fuel pump back in place, which is overheard by Drake who takes her into custody allaying Crawford's suspicion and reuniting them so they can really start a happy future together.

X-RAY: Well-done is this study in suspense, drama, and romance, with the story holding interest on high pretty much throughout. Competent acting by Crawford and Chandler make the events seem realistic and better direction and production contribute much to the over-all effect which results in good entertainment for adults. It is well constructed so that the climax comes at the right time for maximum effect. The screen play is by Robert Hill and Richard Alan Simmons, based on the play "The Besieged Heart" by Hill. This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Higher bracket.

AD LINES: "She Wanted To Be Alone Until The Right Man Came Along"; "An Adventure In Suspense, Drama, And Romance"; "He Cuts A Fine Figure In A Bathing Suit . . . Could He Also Be A Murderer?"

The Naked Dawn (537)

DRAMA
82M.

(Filmed in Mexico)
(Print by Technicolor)

ESTIMATE: Can be slotted either in art spots or on lower half in regulation outlets.

CAST: Arthur Kennedy, Eugene Iglesias, Betta St. John, Roy Engel, Charlita. Associate producer, James O. Radford; directed by Edgar G. Ulmer.

STORY: After robbing a freight car, Arthur Kennedy and his friend are fired upon and the friend dies from his wound. Kennedy hires youthful landowner Eugene Iglesias to drive him to town, where he delivers the loot to Roy Engel, who tries to hold back on some of the money. Kennedy takes it all by force, after which the pair go for a time on the town. Returning, Iglesias is worked upon by greed, and plots to kill Kennedy. His young wife, Betta St. John, is shocked and fed up and begs Kennedy to take her with him. As they start to leave, the police and Engel arrive and attempt to get Iglesias to talk by threatening to hang him. Kennedy intervenes, shooting Engel. He is mortally wounded but is able to send Iglesias and St. John on their way to safety together before he goes off to die.

X-RAY: An off-beat type of drama featuring emotional displays, some action, and an interesting yarn, this entry could go in either the art spots or as a supporting feature on the program. The cast is uniformly good and the direction and production are okeh. There is a song, "Al Hombre." The original screen play is by Nina and Herman Schneider.

AD LINES: "He Had To Kill Or Run"; "A Beautiful Girl Was His For The Taking, But Death Was Too Fast"; "Action And Adventure In The Dead Of Night."

To Hell And Back

BIOGRAPHICAL DRAMA
106M.

(539, CinemaScope) (540, Standard)
(CinemaScope)
(Print by Technicolor)

ESTIMATE: Well-made war film should have wide appeal.

CAST: Audie Murphy, Marshall Thompson, Charles Drake, Gregg Palmer, Jack Kelly, Paul Picerni, Susan Kohner, Richard Castle, Art Aragon, Brett Halsey, Bruce Cowling, Paul Langton, Felix Noriego, Julian Upton, Denver Pyle, Philip Lloyd Farber. Produced by Aaron Rosenberg; directed by Jesse Hibbs.

STORY: Following the death of his mother, Audie Murphy, 16, joins the Army and is sent as an Infantry replacement to North Africa. He immediately proves himself in battle, winning promotion and the respect of fellow GIs Richard Castle, Paul Picerni, Marshall Thompson, and particularly Charles Drake. One by one, the platoon loses veterans in the fighting through Italy and southern France. Murphy accepts a battlefield commission and forces an entire German company to retreat by commandeering a blazing tank's machine gun and conducting a one-man action. Wounds received during the battle kill all hopes of a West Point career, and Murphy returns to the U.S. where he receives the Congressional Medal of Honor, making him the most decorated soldier in American military history.

X-RAY: The impact of this well-made war film is heightened considerably by the audience's knowledge that the events depicted actually occurred. Murphy relives his war experiences effectively, and the job of the foot soldier is honestly portrayed. The CinemaScope photography is excellent, as are production and direction, with battle scenes particularly well staged. The popularity of Murphy's biography on book stands and his stature as a Hollywood luminary should give this wider appeal than most war pictures enjoy. The screen adaptation of the autobiography is by Gil Doud. One song, "Dogface Soldier," is heard.

AD LINES: "The True Story Of America's Most Decorated Soldier"; "A Stirring Salute To The Dogface, Who Traveled The Road 'To Hell And Back'."

FOREIGN

King Of The Coral Sea

MELODRAMA
87M.

(Realart)
(Australian-made)

ESTIMATE: Good programmer.

CAST: Chips Rafferty, Charles Tingwell, Ilma Adey, Rod Taylor, Lloyd Berrell, Francis Chin Soon, Reginald Lye. Directed by Lee Robinson.

STORY: Chips Rafferty, aided by Rod Taylor, is in charge of a company owned by Charles Tingwell, reputed playboy, which he inherited from his father. Tingwell decides to have a look at the operation, which is getting shell, pearls, etc., from the ocean's bottom. Rafferty discovers a body out in the ocean and brings it in, which sets off a police investigation into the possible smuggling of undesirable aliens into the area with Rafferty asked to help. Tingwell arrives and is impressed with Rafferty's daughter, Ilma Adey. He also shows that the use of modern equipment can streamline the operation as well as saves lives, which he does for Rafferty when the latter is trapped under seas. When the smugglers learn Rafferty is on their trail, they hold Adey hostage, but Tingwell, Rafferty, and Taylor, with the use of Tingwell's aqua lungs, follow and save her as well as take care of the crooks and murderers with police arriving in time to wind things up. It looks as though Tingwell and Adey might merge in the future which makes Rafferty happy.

X-RAY: Backed up by unusual settings, scenery, and some very good underwater footage, this entry has a plot that holds interest pretty much throughout and the cast is good as is the fast-paced direction. It can round out the program in neat fashion and there is a goodly amount of action for fans who appreciate that type of entry. The screen play is by Chips Rafferty and Lee Robinson.

AD LINES: "Underwater Thrills And Action"; "An Adventure Yarn With Plenty Of Action"; "Thrill To Unusual Underwater Scenes . . . Torrid Romance . . . Hard Fists In Action."

MISCELLANEOUS

Mau Mau

DOCUMENTARY
53M.

(Brenner)
(Color) (Filmed in Kenya)

ESTIMATE: Interesting documentary with angles.

CREDITS: Produced by Joe Rock; directed by Elwood G. Price.

STORY: This film reviews the highly explosive Mau Mau issue which has turned Kenya into a land of martial law. More than 50 years ago, before the coming of the white settlers, the native Kenyans, most of them belonging to the Kikuyu tribe, controlled most of the land. The Kikuyus were an agricultural people who lived under a social system whereby the land was not owned by individuals but by the tribe. The land always provided for the natives. With the coming of the white settlers, the sociological makeup of Kenya underwent a drastic change. The whites acquired a sizeable amount of land and established their own community. The natives were now employed to work the land. An increased native population and gradual dominance by the whites led to a situation where unrest flourished among the Kikuyus. When the secret Mau Mau society was estabilshed, it soon became the symbol of the Kikuyu battle for equality in Kenya. However, the Mau Mau leaders based their recruiting of members on fear. The fanatical leaders soon resorted to violence which culminated in massacres of native communities. Thus the reign of terror began. The whites and loyal natives soon organized a police force, and British troops were rushed to Kenya. Thousands of natives were rounded up and interned by the Kenya government. Leaders of the Mau Mau were captured and stood trial for their crimes. These measures succeeded in smashing the Mau Mau movement, but the job remained of mopping up the small bands of resisters hiding out in the surrounding jungle. This job is not completed, and today the white settlers live with a gun constantly at their side. The greater problem remains of establishing a system in Kenya whereby the whites and blacks can live in peace.

X-RAY: This film can be successfully exploited as a programmer. The entry presents its timely topic in an interesting and factual fashion. The brutality of the Mau Mau is adequately portrayed without

creating an air of sensationalism. Written by Dave Sheppard and narrated by Elwood Price.

AD LINES: "An American Big Game Hunter Faced Death To Film Mau Mau"; "Out Of The Headlines And On To Your Theatre Screen"; "Mau Mau . . . The Name That Means Fear, The Name That Means Terror And Death In The Night."

Outlaw Treasure

WESTERN 67M.

(American Releasing Corp.)

ESTIMATE: Mediocre western.

CAST: John Forbes, Frank "Red" Carpenter, Adele Jergens, Glenn Langan, Hal Baylor, Michael Whalen, Frank Jenks, Harry Lauter. Written and produced by John Carpenter; directed by Oliver Drake.

STORY: When outlaws team their gangs to rob gold shipments, the Army sends trouble-shooter John Forbes to the scene to see what can be done. When head crook Glenn Langan turns to murdering Forbes' father, also played by Forbes, girl friend and secretary Adele Jergens deserts to the lawful side. An attempt to kill her is foiled by Forbes and the finale witnesses a widespread gun battle with the outlaws and Langan getting their just desserts.

X-RAY: This is fair filler for the lower half with perhaps youngsters appreciating this best since they are less discriminating. The story, acting, direction, and production are only fair.

AD LINES: "He Could Tame The West But Had Difficulty With A Blonde Bombshell"; "Roaring Action Follows Army Trouble-shooter John Forbes"; "They Had A Way Of Ending Their Conversations With Roaring Six Guns."

Strips Around The World

BURLESQUE 55M.

(William Mishkin)

ESTIMATE: Satisfactory for burlesque spots.

CAST: Dick Kimball, Wally Blair, Arlene Hunter, Genii Young, Mae Blondell, Dimples Morgan, Mitzi Doeree, Brandy Jones, Valda. Produced by George Weiss; directed by Phil Tucker.

STORY: A performer goes to a travel agency with hopes of visiting foreign countries. He has insufficient money for a trip, but after seeing the performer's juggling act, the travel agent agrees to letting him work his way over to Pamonia, a mythical oriental country where the agent's brother is a Pasha. Arriving at the Pasha's palace, the performer exchanges words with the Pasha in a comedy routine, and then watches the Pasha's dancing girls perform. The girls, dressed in brief oriental costumes, do a series of suggestive dances. The performer returns to the travel agency and goes into another act, this time juggling while riding a miniature bike. He then does a comedy eating routine. Returning to the Pasha's palace, the performer exchanges a few quips with the ruler and then watches the scantily clad girls as they dance and strip. The performer exchanges places with his host, the Pasha returning to the travel agency with his girls and the juggler becoming the new ruler of Pamonia.

X-RAY: This entry is adequate for burlesque audiences, with its sufficient supply of dancing girls and low comedy. Production is fair.

AD LINES: "You Won't Find A Dull Moment In This Film"; "Loaded With Gals . . . That Really Please."

THE SERVISECTION *is the Only Service of Its Kind Giving a Full Coverage, Listing, and Reviews of All Features and Shorts in the Domestic Market*

The Shorts Parade

TWO REEL

Color Historical

THE ADVENTURES OF ALEXANDER SELKIRK. Warners—Specials. 17m. Alexander Selkirk, a young Scotsman, agrees to be put ashore by a pirate captain on the South Pacific island of Juan Fernandez, in the year 1704. Selkirk realizes his folly too late. He remains on the deserted island for five years until he is rescued. The Scotsman spends his time hunting crawfish and wild goats, his only source of food; reading the Bible; and playing with pet cats and goats. Selkirk's only visitors during his self-imposed exile are a band of Spanish sailors. Fearing imprisonment, he successfully eludes them. The literary character, Robinson Crusoe, was based upon Selkirk's experience. GOOD. (2011).

ONE REEL

Color Cartoons

BEAUS WILL BE BEAUS. Paramount—Popeye Cartoons. 6m. Popeye, Olive Oyl, and Bluto start out for a day at the beach. Olive makes the boys promise that they won't fight among themselves. Popeye tries to keep his word but Bluto continually provokes him. Finally, Popeye gets an idea. He shoves a can of spinch down Bluto's throat. Bluto goes after the sailor man with a vengeance just in time for Olive to see the brute for what he is. She sends Bluto on his way, then accepts Popeye as her boyfriend for the day. FAIR. (E14-6).

A BICEP BUILT FOR TWO. Paramount—Herman and Katnip Cartoons. 7m. Katnip's serenading of a girl cat is interrupted by a tough cat who takes over. Katnip is determined to get the best of the muscle-bound feline and consequently enlists Herman, the mouse's aid. Herman suggests a muscle-building course for the lovelorn Katnip. The course consists of weight-lifting and bar-chinning, with the exercise gadgets being equipped with high explosives aimed at eliminating Katnip. Katnip survives and goes after the tough tom, with bowling balls substituting for his non-existant muscles. While the cats battle it out, Herman proceeds to serenade the girl. GOOD. (H14-3).

GIFT OF GAG. Paramount—Popeye Cartoons. 6m. Popeye's nephews attempt to smuggle a large box into the house without the sailor knowing of it. Popeye discovers the box and tries to take it away from the boys. This leads to a merry chase inside the house. When Popeye does get his hands on the mysterious object, he discovers it to contain a king-size can of spinach and a note saying, "Happy Birthday, Uncle Popeye." GOOD. (E14-7).

GIT ALONG LIL DUCKIE. Paramount—Noveltoons. 7m. Baby Huey wants to join the little ducks in their cowboy game. The ducklings would rather have nothing to do with the oversized bird. A fox comes along and the ducklings flee, Huey being left to battle the enemy. The fox attempts to eliminate his opponent through the use of an exploding cigar. a shotgun, dynamite. Huey, however, is too tough and winds up pursuing the fox. GOOD. (P14-4).

LUMBER JERKS. Warners—Merrie Melodies. 7m. Two extremely polite gophers return home from a food gathering expedition to find that their tree has been cut down and dragged away. They follow it to a sawmill and unsuccessfully try to save it from being cut into lumber. The lumber is made into furniture which the gophers believe belong to them. They manage to hijack a truck load of furniture and stack it on their tree stump, one piece on top of another. GOOD. (2719).

NEWS HOUND. Paramount—Noveltoons. 6m. Snapper, a canine news photographer, is ordered by his editor to get sensational news pictures. Snapper takes pictures of a girl who's jumping off a roof, but she jumps into his camera and ruins the film. Snapper next photographs a bandit robbing a bank. The bandit chases Snapper in order to get his camera but Snapper gets the photograph to his editor. However, the film only shows the robber's hands. GOOD. (P14-5).

PENNY ANTICS. Paramount—Popeye Cartoons. 8m. Popeye and Bluto operate rival penny arcade movie shows. Not only do the rivals battle with each other for customers, but they also slug it out in their shows for the affections of Olive Oyle. In the movies Popeye presents, the sailor man is victorious, while Bluto is top man in his own productions. Wimpy, a would-be customer, arrives. Popeye and Bluto fight it out for his trade. Wimpy proceeds to charge admission to the great Popeye-Bluto battle royal. GOOD. (E14-5).

RABBIT RAMPAGE. Warners—Bugs Bunny Specials. 7m. Bugs Bunny objects to his animator's refusal to draw the rabbit in the conventional way. Bugs at first refuses to work, but reconsiders when the artist continues to fool around, giving him non-rabbitish ears, tail, etc. The animator draws Bugs with head and tail out of proportion to the rest of his body. The animator is revealed to be none other than Elmer Fudd. EXCELLENT. (2728).

SPOOKING WITH A BROGUE. Paramount—Casper Technicolor Cartoons. 6m. Casper, the friendly ghost, goes to Ireland. There he meets Billy, a small boy whose widowed mother is about to be dispossessed by a miserly landlord. Billy, thinking Casper a leprechaun, demands a crock o' gold. Casper attempts to fool Billy by giving him gold painted eggs, golden corn, and gold fish. The boy is not deceived and demands the gold. When the landlord sees Casper he runs for his life, and Casper is able to take the miser's gold and give it to the boy. GOOD. (B14-5).

THIS IS A LIFE? Warners—Bug Bunny Specials. 7m. Bugs Bunny and Daffy Duck are seated in the audience of the TV program, "This Is A Life?" Daffy expects to have his life portrayed on the program, but Bugs is picked instead by master of ceremonies Elmer Fudd. Yousemine Sam appears out of Bugs' past and recounts an experience he had with the rabbit. Elmer recalls his dealings with Bugs while rabbit hunting. Sam and Elmer seek their vengeance on Bugs, but Daffy, the innocent bystander, turns out to be their victim. GOOD. (2729).

Novelty

FILM FUN. RKO—Screenliners. 9m. This subject takes us back to three surefire hits of the old nickelodeon. "A helping Hand" features Lionel Barrymore, Lillian Gish, and Harry Carey in a drama about a hobo who turns over a new leaf by saving a good doctor from a horrible fate. "A Girl's Bravery" deals with an army deserter who is caught and sentenced to die as soon as the curfew bell rings. His girlfriend saves him by hanging on to the clapper of the bell to

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange—Ed.)

The Shorts Parade

(Continued from page 4012)

prevent it from ringing. "The Policeman's Dilemma," starring Owen Moore, tells the story of a cop who discovers that his brother is a crook. The policeman is torn between his duty or his brother. He votes for his duty despite the pleadings of his mother. GOOD. (54213).

FIVE HUNDRED HORSES. Paramount—Pacemakers. 10m. We visit the Ben White Raceway in Orlando, Fla., the home of trotters and pacers. There we see trainers putting the horses through their paces. The young colts begin their training with go-carts, then graduate to jog-carts. With riders such as champion Billy Houghton aiding in the training, the horses could develop into outstanding money winners. FAIR. (K14-4).

HOLLYWOOD BEAUTY. Columbia—Screen Snapshots. 9m. At the Friars Dinner we meet George Jessel, Danny Kaye, Jack Benny, Pat O'Brien, Bob Hope, George Burns. Ralph Staub visits with Rhonda Fleming, who tells him of her plans as a member of a recording group. FAIR. (7859).

LET'S LOOK AT THE BIRDS. Paramount—Toppers. 9m. Several unusual species of birds are see in their natural habitats. On an island in the North Atlantic. The gannett is observed returning from a fishing expedition with food for her young. Other island residents include the Atlantic puffin, the murre, and the razor-billed awk. An action shot of a hummingbird is revealed. A stork is shown feeding her offspring. Pelicans and their families can be seen, as well as cormorants, a bird Japanese fishermen use in place of conventional fishing techniques. FAIR. (M14-5).

PICK A PET. Paramount—Toppers. 8m. This short presents an assortment of unusual animals whose antics are more than unorthodox. The Latin American Pi-so-ty is seen in the act of trying to grab a banana. The spider monkey of the Amazon jungle is also shown devouring bananas. Other animals shown include an armadillo, an ant-eater, a parasoso, a chimpanzee, a gorilla, an orangutang, and a three-toed sloth. GOOD. (M14-6).

SOME OF THE GREATEST. Warner Varieties. 10m. John Barrymore, Myrna Loy, and Mary Astor are seen in the scenes from the 1926 film, "Don Juan." Off-screen dialogue kids the action on the screen. Don Juan's romantic escapades and his battles with the Borgias highlight the action. EXCELLENT. (2606).

WALK IN THE DEEP. Paramount—Pacemakers. 10m. We visit the waterfront of Tarpon Springs, Florida and observe the area's sponge fishing industry. The industry was once a million dollar business, but synthetic sponges and a sponge plague reduced its importance. We meet the older Greeks and young native Americans who dive for their product. Sponge fishing is dangerous, sometimes killing and sometimes crippling. Chris Johns, an elderly and crippled diver, is shown getting into his collar, helmet, and weighted shoes, and going down to the bottom of the sea. GOOD (K14-6).

Sports

BASEBALL'S ACROBATIC ACE. Paramount—Grantland Rice Sportlights. 9m. Jackie Price travels with the Cleveland Indians, displaying his varied and fascinating assortment of baseball tricks. These tricks include the pitching of two balls simultaneously to two catchers, the pitching of three balls to three catchers, the throwing of two balls to two catchers while standing on his head, the batting of balls while in an upside down position, the throwing of three balls simultaneously while being suspended upside down from a trapeze, the catching of balls from a moving jeep. GOOD. (R14-7).

BOWLING BOOM. RKO—Sportscopes. 8m. This short deals with the growing interest in the game of bowling. Through the use of automatic pin machines, alleys can remain open for longer periods each day and thereby cater to a wider audience. As a result, bowling is now being enjoyed by smallfry, grandmothers and grandfathers, and college and high school students, in addition to the growing number of office-league bowlers. Sylvia Wene, champion woman bowler, demonstrates her skill on the bowling lanes. FAIR. (54312).

HIGH SCORE BOWLING. Paramount—Grantland Rice Sportlights. 9m. Following the usual pattern of such reels, this shows several champs, both male and female, doing their almost unbelievable stuff on the alleys. Some inkling is also given as to what a business bowling has become in recent years. GOOD. (R14-9).

TANBARK AND TURF. RKO—Sportscopes. 8m. This short opens on the harness-racing track at Aiken, S. C. We see trotters and pacers and observe the difference in their gaits through slow-motion shots. From harness horses we go to hackney ponies, the high-stepping horses that were very popular in the Victorian era. These ponies are seen pulling old-time carriages. The hackneys are also observed in slow-motion shots. FAIR. (54313).

TUMBLING JAMBOREE. Paramount—Grantland Rice Sportlights. 9m. At Illinois University, the gymnastic team practices all kinds of stunts including roundoffs and flip-flops. On a trampoline or bouncing canvas a national champion does a series of ingenious sommersaults. Performers stage a tumbling exhibition on a trapeze. This is followed by an acrobatic balancing act staged by the Seven Danwill Brothers. The film concludes with four girls who excel in rhythmic tumbling. FAIR. (R14-8).

Color Travel

ARABESQUES. Around The World With UltraVision—Transatlantic Productions. Eastman Color, 10m. At the bullfighting stadium in Madrid we see a performance by the Spanish Riding Academy of Vienna. The horsemen put their pure white mounts through a series of tricks involving timing and balance. The horses dance to music, stand on their hind legs, and perform other diffifficult and entertaining feats. The riders are dressed in traditional costumes. GOOD.

FIESTA IN SEVILLE. Around the World With UltraVision Transatlantic Productions. Eastman Color, 10m. A tour of Seville, Spain, reveals majestic and traditional towers, cathedrals, plazas, and palaces. In the Plaza de Espana we see a dancer perform a Spanish tap dance. An annual Seville festival is shown. For this occasion, the main street is lined with booths where Spanish families meet their friends. EXCELLENT.

ALPHABETICAL GUIDE

To 408 Features Reviewed Since The Sept. 8, Issue

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DAM BUSTERS, THE—102m.—Warners 3988
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DAVY CROCKETT, KING OF THE WILD FRONTIER —95m.—Buena Vista 3969
DAY OF TRIUMPH—110m.—Schaefer 3892
DAY TO REMEMBER, A—78m.—Republic 3962
DEADLY GAME—63m.—Lippert 3897
DEATH TIDE—69m.—Beverly 3939
DEEP IN MY HEART—132m.—MGM 3878
DESIREE—110m.—20th-Fox 3870
DESPERATE DECISION—84m.—Times 3879
DESPERATE WOMEN, THE—67m.—Newman 3893
DESTRY—95m.—U-I 3887
DETECTIVE, THE—91m.—Columbia 3853
DEVIL GIRL FROM MARS—77m.—Spartan 3946
DEVIL'S HARBOR—71m.—20th-Fox 3890
DIAL RED O—62m.—AA 3937
DOCTOR IN THE HOUSE—92m.—Republic 3931
DON JUAN'S NIGHT OF LOVE—71m.—Republic 3987
DOUBLE JEOPARDY—70m.—Republic 3999
DOWN THREE DARK STREETS—85m.—UA 3828
DRAGNET—89m.—Warners 3829
DR. JEKYLL AND MR. HYDE—127m.—MGM 3845
DRUM BEAT—111m.—Warners 3872
DUEL IN THE SUN—134m.—Selznick 3830

E

EAST OF EDEN—115m.—Warners 3923
EGYPTIAN, THE—140m.—20th-Fox 3828
EIGHT O'CLOCK WALK—87m.—Associated Artists 3980
END OF THE AFFAIR, THE—106m.—Columbia 3949
ESCAPE TO BURMA—87m.—RKO 3951
ETERNAL SEA, THE—103m.—Republic 3951
EVERY GIRL SHOULD BE MARRIED—84m.—RKO 3826

F

FAR COUNTRY, THE—97m.—U-I 3907
FAR HORIZONS, THE—108m.—Paramount 3970
FAST AND THE FURIOUS, THE—72m.—American Releasing Corp. 3880
FEMALE ON THE BEACH—97m.—U-I 4000
FIRE OVER AFRICA—84m.—Columbia 3845
5 AGAINST THE HOUSE—84m.—Columbia 3961
FIVE GUNS WEST—78m.—American Releasing Corp. 3959
FOR BETTER, FOR WORSE—75m.—Stratford 3908
FORBIDDEN WOMEN—56m.—Bell 3830
FOUR GUNS TO THE BORDER—82½m.—U-I 3839
FOUR WAYS OUT—77m.—Carroll 3872
FOXFIRE—91½m.—U-I 3980
FRANCIS IN THE NAVY—80m.—U-I 3994
FRENCH TOUCH, THE—84m.—Times 3840
FRONT PAGE STORY—95m.—Associated Artists 3965
FUSS OVER FEATHERS—84m.—Associated Artists 3908

G

GAME OF LOVE, THE—108m.—Times 3918
GANGBUSTERS—78m.—Visual Drama 3907
GARDEN OF EDEN—70m.—Excelsior 3830
GATE OF HELL—89m.—Harrison 3952
GLASS SLIPPER, THE—94m.—MGM 3922
GOLDEN MISTRESS, THE—82m.—UA 3863
GOOD DIE YOUNG, THE—100m.—UA 3906
GRAN VARIETA—102m.—Continental 3972
GREAT ADVENTURE, THE—75m.—De Rochemont 3980
GREEN FIRE—100m.—MGM 3890
GREEN MAGIC—85m.—I.F.E. 3957
GREEN SCARF, THE—96m.—Associated Artists 3908
GUN THAT WON THE WEST, THE—71m.—Columbia 3997
GUNFIGHTERS—87m.—Columbia 3822

H

HALF A CENTURY OF SONGS—95m.—Continental 3872
HALF WAY TO HELL—60m.—Hallmark 3841
HAMIDO—122m.—Gould 3972
HANS CHRISTIAN ANDERSEN—111m.—RKO 3826
HANSEL AND GRETEL—75m.—Myerberg 3848
HEART OF THE MATTER, THE—100m.—Associated Artists 3879
HEARTBREAK RIDGE—86m.—Tudor 3965
HELL BELOW ZERO—91m.—Columbia 3822
HELL'S ISLAND—84m.—Paramount 3962
HELL'S OUTPOST—90m.—Republic 3890
HIGH AND DRY—93m.—U-I 3839
HIGH SOCIETY—61m.—Allied Artists 3941
HIROSHIMA—85m.—Continental 3980
HIT THE DECK—112m.—MGM 3930
HOLIDAY FOR HENRIETTA—103m.—Ardee 3924
HOUSE OF BAMBOO—102m.—20th-Fox 3994
HOW TO BE VERY, VERY POPULAR—89m.—20th-Fox 3999
HUMAN DESIRE—90m.—Columbia 3822
HUMAN JUNGLE, THE—82m.—Allied Artists 3837
HUNTERS OF THE DEEP—64m.—DCA 3908

I

I COVER THE UNDERWORLD—70m.—Republic 3958
I REMEMBER MAMA—119m.—RKO 3962
ILLICIT INTERLUDE—90m.—Hakim 3873
IMMORTAL CITY, THE—78m.—Realart 3932
IMPOSTER, THE—89m.—Brandon 3946
INDISCRETION OF AN AMERICAN WIFE—63m.—Columbia 3823
INFORMER, THE—92m.—RKO 3951
INSPECTOR CALLS, AN—80m.—Associated Artists 3892
INTERRUPTED MELODY—106m.—MGM 3943
INTRUDER, THE—84m.—Associated Artists 3924
IT CAME FROM BENEATH THE SEA—80m.—Columbia 3985

J

JAIL BAIT—70m.—Howco 3899
JAMBOREE—54m.—EP 3865
JESSE JAMES' WOMEN—83m.—UA 3839
JUMP INTO HELL—93m.—Warners 3945
JUNGLE MAN-EATERS—68m.—Columbia 3823
JUNGLE MOON MEN—70m.—Columbia 3942
JUPITER'S DARLING—96m.—MGM 3905

K

KARAMOJA—60m.—Hallmark 3830
KENTUCKIAN, THE—104m.—United Artists 4000
KILLER LEOPARD—70m.—Allied Artists 3861
KILL HIM FOR ME—90m.—Waldman 3840
KING OF THE CORAL SEA—87m.—Realart 4001
KING'S THIEF, THE—78m.—MGM 3998
KISS ME DEADLY—105m.—UA 3958

L

LADY AND THE TRAMP—75m.—Buena Vista 3957
LAND OF FURY—82m.—U-I 3931
LAND OF THE PHARAOHS—105m.—Warners 3988
LAST TIME I SAW PARIS, THE—116m.—MGM 3870
LAS VEGAS SHAKEDOWN—79m.—Allied Artists 3977
LAW vs. BILLY THE KID, THE—73m.—Columbia 3823
LAWLESS RIDER, THE—62m.—UA 3863
LIFE IN THE BALANCE, A—74m.—20th-Fox 3906
LIVING SWAMP, THE—33m.—20th-Fox 3999
LONG GRAY LINE, THE—138m.—Columbia 3913
LONG JOHN SILVER—109m.—DCA 3918
LOOTERS, THE—87m.—U-I 3952
LOVE IN THE CITY—90m.—I.F.E. 3949
LOVE ME OR LEAVE ME—122m.—MGM 3969
LOVERS, HAPPY LOVERS—105m.—AFE 3856

M

MA AND PA KETTLE AT WAIKIKI—79m.—U-I 3932
MAD AT THE WORLD—71m.—Filmakers 3978
MADEMOISELLE GOBETTE—78m.—IFE 3922
MAGNIFICENT MATADOR, THE—94m.—20th-Fox 3970
MAMBO—94m.—Paramount 3943
MAMBO BURLESK—52m.—Mushkin 3972
MAN CALLED PETER, A—119m.—20th-Fox 3944
MAN FROM BITTER RIDGE, THE—80m.—U-I 3952
MAN FROM LARAMIE, THE—104m.—Columbia 3993
MAN WHO LOVED REDHEADS, THE—89m.—United Artists 4000
MAN WITHOUT A STAR—89m.—U-I 3932
MANY RIVERS TO CROSS—92m.—MGM 3915
MARTY—89m.—UA 3945
MASTER PLAN, THE—77m.—Astor 3922
MASTERSON OF KANSAS—73m.—Columbia 3877
MAU MAU—53m.—Brenner 4001
MAURAUDERS, THE—81m.—MGM 3950
MERRY-GO-ROUND—100m.—Casino 3953
MIDNIGHT EPISODE—78m.—Fine Arts 3972
MISS GRANT TAKES RICHMOND—87m.—Columbia 3845
MISTER ROBERTS—123m.—Warners 3971
MOONFLEET—89m.—MGM 3961
MURDER IN VILLA CAPRI—68m.—Screen Guild 3981
MURDER IS MY BEAT—77m.—Allied Artists 3921
MYSTERY LAKE—60m.—Lansburgh 3865

N

NAKED AMAZON—70m.—Times 3989
NAKED DAWN, THE—82m.—U-I 4001
NAKED HEART, THE—96m.—Associated Artists 3932
NAUGHTY NEW ORLEANS—63m.—Union 3966
NEW ORLEANS UNCENSORED—76m.—Columbia 3922
NEW YORK CONFIDENTIAL—87m.—Warners 3924
NIGHT HOLDS TERROR, THE—86m.—Columbia 3997
NIGHT OF THE HUNTER, THE—93m.—United Artists 4000
NO WAY BACK—87m.—Fine Arts 3981
NOT AS A STRANGER—135m.—United Artists 3988

O

ON THE WATERFRONT—108m.—Columbia 3823
ONE DESIRE—94m.—U-I 3994
ONE SUMMER OF HAPPINESS—93m.—Times 3892
OPEN SECRET—67m.—Marathon 3981
OPERATION DIPLOMAT—64m.—American Feature Attractions 3864
OPERATION MANHUNT—77m.—UA 3863
OTHELLO—92m.—United Artists 3979
OTHER WOMAN, THE—81m.—20th-Fax 3898
OUTLAW'S DAUGHTER, THE—75m.—20th-Fox 3878
OUTLAW STALLION, THE—64m.—Columbia 3824
OUTLAW TREASURE—67m.—American Releasing Corp. 4002

P

PASSION—84m.—RKO 3855
PEARL OF THE SOUTH PACIFIC—86m.—RKO 3994
PETTY GIRL, THE—87m.—Columbia 3977
PHENIX CITY STORY, THE—100m.—Allied Artists 3997
PHFFFT—91m.—Columbia 3862
PIRATES OF TRIPOLI—78m.—Columbia 3914
PORT OF HELL—80m.—Allied Artists 3885
PRINCE OF PLAYERS—102m.—20th-Fax 3898
PRINCESS CINDERELLA—72m.—Carroll 3946
PRIVATE HELL 36—81m.—Filmakers 3830
PRIVATE WAR OF MAJOR BENSON, THE—105m.—U-I 3995
PRIZE OF GOLD, A—98m.—Columbia 3961
PRODIGAL, THE—114m.—MGM 3943
PROFILE—65m.—American Feature Att. 3892
PURPLE MASK, THE—82m.—U-I 3980
PURPLE PLAIN, THE—100m.—UA 3945
PUSHOVER—88m.—Columbia 3824

Q

QUEST FOR THE LOST CITY—60m.—RKO 3898

R

RACE FOR LIFE, A—68m.—Lippert 3905
RACERS, THE—95m.—20th-Fox 3916
RAGE AT DAWN—87m.—RKO 3937
REAP THE WILD WIND—122m.—Paramount 3855
REAR WINDOW—112m.—Paramount 3825
RETURN OF OCTOBER, THE—89m.—Columbia 3942
REVENGE OF THE CREATURE—82m.—U-I 3938
RICOCHET ROMANCE—80m.—U-I 3864
ROAD TO DENVER, THE—90m.—Republic 3988
ROBBERS' ROOST—82m.—United Artists 3963
ROGUE COP—92m.—MGM 3825
ROMEO AND JULIET—140m.—UA 3891
ROOGIE'S BUMP—70m.—Republic 3838
RUNAWAY BUS, THE—78m.—Kramer-Hyams 3873
RUN FOR COVER—93m.—Paramount 3943

S

SABAKA—74m.—UA 3916
SABRINA—113m.—Paramount 3826
SANTA FE PASSAGE—90m.—Republic 3962

(Continued on page 4003)

Pictures in arder af release, with principal players, are placed in the manth af release. All dates are subject to change. Series westerns are indicated by a 'W fallowing the title. Halidays and special events will be faund at the battam af this page. This chart is kept as up-to-date as passible an informatian made available by the hame affice.

ALLIED ARTISTS

JUNE

Finger Man
F. Lovejoy, P. Castle

Lord Of The Jungle
J. Sheffield, W. Morris, N. Gates

Case Of The Red Monkey
R. Conte, R. Anderson, R. Napier
(English-made)

JULY

Wichita
J. McCrea, V. Miles, L. Bridges

Spy Chasers
L. Gorcey, H. Hall, L. Davis

Betrayed Women
C. Matthews, P. Knudsen, B. Michaels, T. Drake

AUGUST

The Warriors
E. Flynn, J. Dru, P. Finch
(Technicolor)
(CinemaScope)

The Phenix City Story
R. Kiley, J. McIntyre, K. Grant

COLUMBIA

JUNE

A Prize Of Gold
R. Widmark, M. Zetterling, N. Patrick
(Technicolor)

5 Against The House
G. Madison, K. Novak, B. Keith

The Petty Girl

They All Kissed The Bride
(Reissues)

JULY

It Came From Beneath The Sea
K. Tobey, F. Domergue, D. Curtis

Creature With The Atom Brain
R. Denning, A. Stevens

Chicago Syndicate
D. O'Keefe, A. Lene, P. Stewart, X. Cugat & Orch.

AUGUST

The Man From Laramie
J. Stewart, C. O'Donnell, D. Crisp
(Technicolor)
(CinemaScope)

Bring Your Smile Along
F. Loine, K. Braselle, C. Towers
(Technicolor)

The Night Holds Terror
J. Kelly, H. Porks

LIPPERT

JUNE

King Dinosaur
B. Bryant, W. Curtis

JULY

The Lonesome Trail
W. Morris, J. Agar, M. Dean, E. Buchanan

AUGUST

Simba
D. Bogarde
(Eastman Color)

METRO

JUNE

Love Me Or Leave Me
D. Day, J. Cagney
(Technicolor)
(CinemaScope)

Moonfleet
S. Granger, V. Lindfors, G. Sanders
(Eastman Color)
(CinemaScope)

JULY

Interrupted Melody
E. Parker, G. Ford
(Eastman Color)
(CinemaScope)

The Cobweb
L. Bacall, C. Boyer, R. Widmark
(Eastman Color)
(CinemaScope)

The Wizard Of Oz
Re-issue

AUGUST

The King's Thief
E. Purdom, A. Blyth, D. Niven
(Eastmon Color)
(CinemaScope)

The Scarlet Coat
C. Wilde, M. Wilding, G. Sanders, A. Francis
(Eastman Color)
(CinemaScope)

PARAMOUNT

JUNE

The Far Horizons
F. MacMurray, C. Heston, D. Reed
(Technicolor)
(VistaVision)

Hell's Island
J. Payne, M. Murphy, F. L. Sullivan
(Technicolor)
(VistaVision)

JULY

The Seven Little Foys
B. Hope, M. Vitole, A. Clarke, G. Tobias
(Technicolor)
(VistaVision)

We're No Angels
H. Bogart, A. Ray, P. Ustinov, J. Bennett
(Technicolor)
(VistaVision)

AUGUST

You're Never Too Young
D. Martin, J. Lewis, D. Lynn
(Technicolor)
(VistaVision

RKO

JUNE

Son Of Sinbad
D. Robertson, S. Forrest, V. Price, L. St. Cyr
(Technicolor)
(SuperScope)

Wakamba
E. M. Queeny
African Documentary
(Technicolor)

The Big Street
(Reissue)

JULY

Pearl Of The South Pacific
V. Mayo, D. Morgan, D. Farror
(Technicolor)
(Superscope)

AUGUST

REPUBLIC

JUNE

Double Jeopardy
R. Cameron, G. Robbins

The Road To Denver
J. Payne, M. Freeman, L. J. Cobb
(Trucolor)

City of Shadows
V. McLaglen, R. Crowley

JULY

Lay That Rifle Down
J. Canova, R. Lowery

Mystery Of The Black Jungle
L. Barker, J. Maxwell

The Green Buddah
W. Morris, M. Germoine
(English-made)

Magic Fire
Y. DeCarlo, C. Thompson, R. Gam, V. Cortese
(Trucolor)

Secret Venture
K. Toylor, J. Hylton

AUGUST

The Last Command
S. Hayden, A. M. Alberghetti, R. Carlson
(Trucolor)

Flame Of The Islands
Y. DeCarlo, H. Duff, Z. Scott
(Trucolor)

Twinkle In God's Eye
M. Rooney, C. Gray, H. O'Brian

Cross Channel
W. Morris, Y. Furneaux

The Divided Heart
C. Borchers, Y. Mitchell, A. Dahlen

20th-FOX

JUNE

The Magnificent Matador
M. O'Hara, A. Quinn
(Technicolor)
(CinemaScope)

Soldier Of Fortune
C. Gable, S. Hayward
(DeLuxe Color)
(CinemaScope)
(Made in Hong Kong)

The Seven Year Itch
M. Monroe, T. Ewell
(Color by DeLuxe)
(CinemaScope)

JULY

A Life In The Balance
R. Montalban, A. Bancroft, L. Marvin
(Made in Mexico)

The Living Swamp
Okenfenokee Swamp nature study
(DeLuxe Color)
(CinemaScope)

How To Be Very, Very Papular
B. Grable, R. Cummings, S. North
(DeLuxe Color)
(CinemaScope)

House Of Bamboo
R. Stack, S. Yamaguchi, R. Ryan
(DeLuxe Color)
(CinemaScope)
(Made in Japan)

AUGUST

The Left Hand Of God
H. Bogart, G. Tierney, L. J. Cobb
(Color by DeLuxe)
(CinemaScope)

The Virgin Queen
B. Davis, R. Todd, H. Marshall
(Color by DeLuxe)
(CinemaScope)

UNITED ARTISTS

JUNE

The Big Bluff
J. Bromfield, M. Vickers, (Wilder)

The Sea Shall Not Have Them
M. Redgrave, D. Bogarde,
(English-made)
(Angel)

Summertime,
K. Hepburn, R. Brazzi,
(Technicolor)
(Made in Italy)
(Lopert)

Break To Freedom
A. Steel, J. Warner
(English-made)
(Angel)

JULY

Othella
O. Welles, S. Cloutier, M. MacLiammoir
(Made in Europe)
(Welles)

Not As A Stranger
R. Mitchum, O. DeHavilland, F. Sinatra, G. Grahame
(Kramer)

AUGUST

The Man Wha Loved Redheads
M. Shearer, J. Justin, R. Culver
(Technicolor)
(Lopert)

Shadow Of The Eagle
R. Greene, V. Cortese, G. Gynt
(English-made)
(Valiant)

U.-INT.

JUNE

This Island Earth
J. Morrow, F. Domergue, R. Reason
(Technicolor)

Abbott and Costello Meet The Mummy
B. Abbot, L. Costello, M. Windsor

The Man From Bitter Ridge
L. Barker, M. Corday, S. McNally
(Eastman Color)

JULY

Ain't Misbehavin'
R. Calhoun, P. Laurie, J. Carson
(Technicolor)

Foxfire
J. Chandler, J. Russell, D. Duryea
(Technicolor)

The Purple Mask
T. Curtis, C. Miller, D. O'Herlihy
(Technicolor)
(CinemaScope)

AUGUST

One Desire
A. Baxter, R. Hudson, J. Adams
(Technicolor)

The Private War Of Major Benson
C. Heston, J. Adams, A. Demarest
(Technicolor)

Francis In The Navy
D. O'Connor, M. Hyer

WARNERS

JUNE

The Sea Chase
J. Wayne, L. Turner, D. Farrar
(WarnerColor)
(CinemaScope)

Tall Man Riding
R. Scott, D. Malone, P. Castle
(WarnerColor)

JULY

Land Of The Pharaohs
J. Hawkins, J. Collins
(WarnerColor)
(CinemaScope)

The Dam Busters
R. Tadd, M. Redgrave
(English made)

Mister Roberts
H. Fonda, J. Cagney, B. Palmer
(WarnerColor)
(CinemaScope)

AUGUST

Pete Kelly's Blues
J. Webb, P. Lee, E. O'Brien
(WarnerColor)
(CinemaScope)

MOON PHASES

	1 Quater	2 Full	3 Last	4 New
JULY	26	5	12	19

FILMAKERS
May—Mad At The World—F. Lovejoy, C. O'Donnell

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